FLEX TRADE APP

User Experience Analysis

AGENDA

Introduction

Dashboard

Insights and Recommendations

Conclusion

Introduction

Flex Trade is a well-known company in the online shopping world, making shopping easier and better for a long time. Products range from electronics to clothes. Their app is designed to be easy to use, hoping to make shopping fun and simple for everyone.

This analysis provides insight into the behavior patterns of app users considering different criteria such as bounce rate, conversion rate, and specific feedback provided by app users.

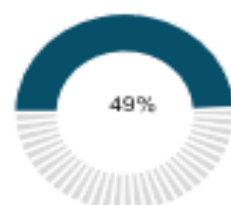# FLEXTRADE ONLINE SHOPPING APP UX ANALYSIS

Data

Total Number of Customers
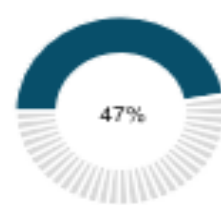
189

Average Session Duration (minutes)

15

Average Bounce Rate

49%

Average Conversion Rate

49%

Average Add-to-cart Rate

47%

Year...

| 2020 |
| 2021 |
| 2022 |
| 2023 |
| 2024 |

Mont...

| Apr |
| May |
| Jun |
| Jul |
| Aug |

Bounce rate Vs Session Duration

Bounce rate Vs Conversion rate per Time of day

— Average of Conversion_Rate   — Average of Bounce_Rate

Summary of bounce rate

Range	Value
71%-100%	52
51%-70%	27
41%-50%	35
0%-40%	75
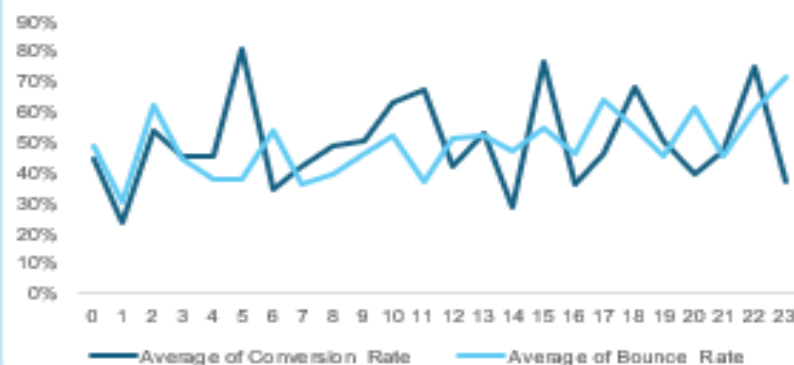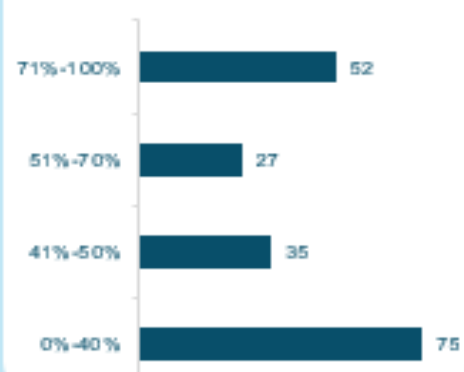
Cart Addition Vs Checkout Progress

Index	Value
0	46.79%
1	50.74%
2	53.74%
3	54.51%
4	52.08%
5	52.63%

Page Views per Quarter

Qtr1	Qtr2	Qtr3
369	337	346

2023

User Feedback

Feedback	Value
I found the app very user-friendly.	28
The prices are competitive.	21
I would recommend this app to my friends.	21
Smooth and hassle-free shopping experience.	19
Excellent customer support experience.	19
The checkout process needs improvement.	18
The search feature is not working properly.	18
The app crashed during my session.	16
I encountered a bug when adding items to ...	16
Great selection of products.	13

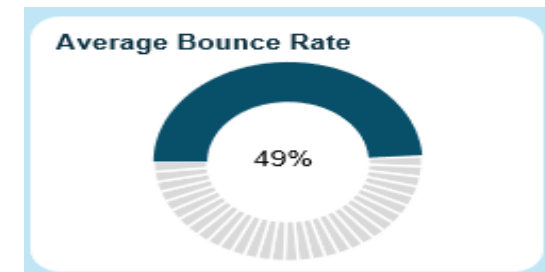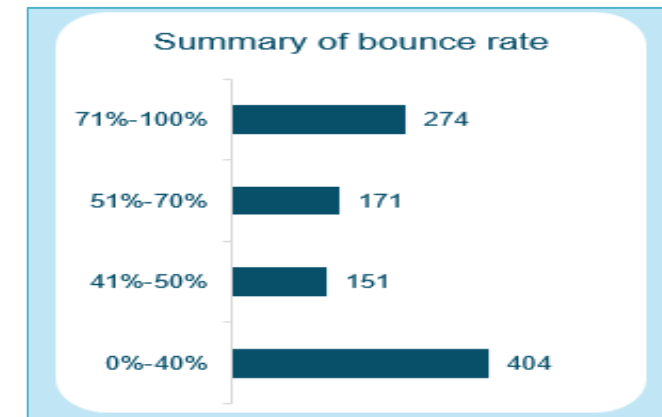# Insights and recommendations

Bounce rate: By industry standards, a bounce rate between 26-40% is considered good. Although most of the user sessions' bounce rate (404) falls within 0-40%, on average, the bounce rate for flex-trade over the past 3 years is 49%. This is way above the benchmark per industry standards.

Recommendation: Improve website performance. A large number of users (105) complained about the search **feature** not working properly, this can frustrate users and make them exit the app. Improving the search feature can reduce the bounce rate. Call-to-action buttons can also be placed strategically on different pages in the app to encourage users to explore further.

Summary of bounce rate

Range	Value
71%–100%	274
51%–70%	171
41%–50%	151
0%–40%	404

Average Bounce Rate — 49%

Insights and recommendations

Bounce Rate Vs Conversion Rate: The highest conversion rate (60%) was recorded at 11 am with a corresponding 43% bounce rate. Overall conversion rate varied conversely with bounce rate per time of day.

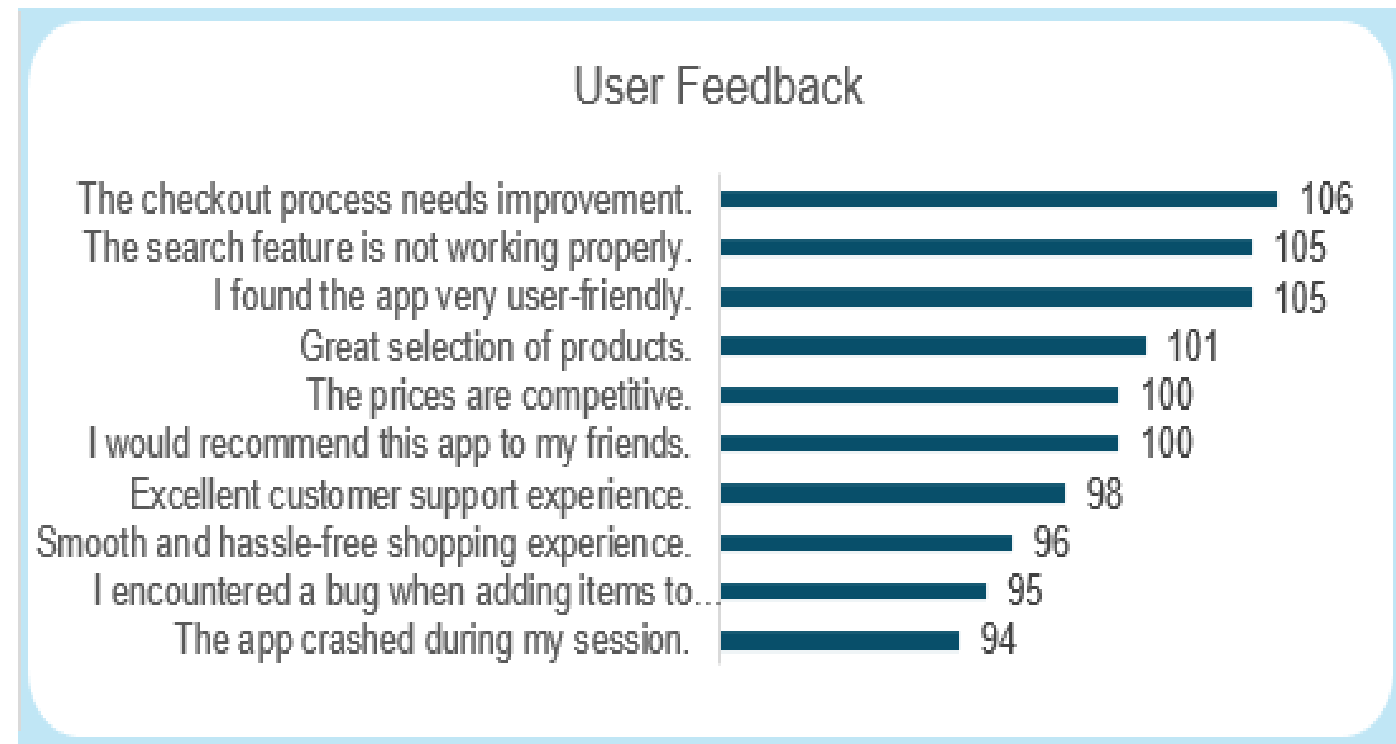**Recommendation**: More pop-up call-to-action buttons Can be featured on the app at times associated with a high conversion rate such as 11 am,2 pm, 5 pm, and 9 pm to maximize conversion at these times. Time-bound offers can be introduced at other times associated with a high bounce rate and corresponding low conversion rate to improve conversion and reduce bounce rate.

Bounce rate Vs Conversion rate per Time of day
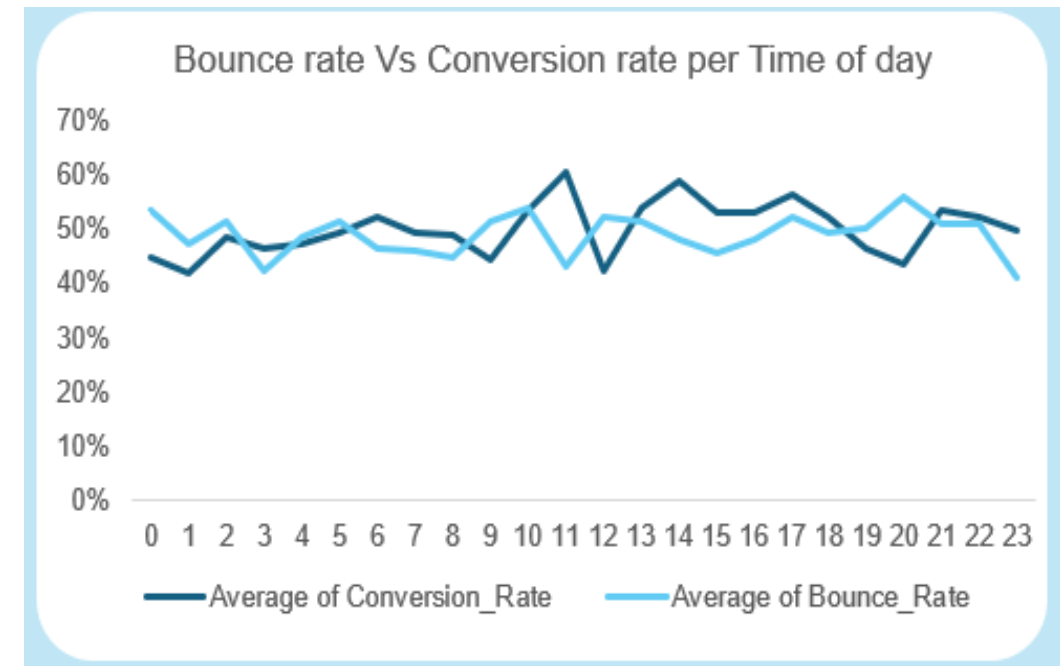
Insights and recommendations

Feedback: The top 2 feedbacks relate to issues with checkout and the search feature. These issues can frustrate users resulting in a high bounce rate and low conversion rates. Only 100 users would recommend the app to other users.

Recommendation: Improve critical app features such as search, add to cart, and checkout to improve user experience. Refer-a-friend incentives can also be provided for users who recommend the app to others.

User Feedback

Feedback	Count
The checkout process needs improvement.	106
The search feature is not working properly.	105
I found the app very user-friendly.	105
Great selection of products.	101
The prices are competitive.	100
I would recommend this app to my friends.	100
Excellent customer support experience.	98
Smooth and hassle-free shopping experience.	96
I encountered a bug when adding items to…	95
The app crashed during my session.	94

CONCLUSION

The analysis above provides insight into user behavior and experience on the Flex

Trade app. Implementing the recommendations above can improve user

experience and make Flex Trade stand out among competitors.

THANK YOU

20XX