User Experience (UX) Analysis of FlexTrade Online Shopping App

Business Overview

FlexTrade is a well-known company in the online shopping world. They have been making shopping easier and better for a long time. They sell all kinds of things, from electronics to clothes.

Their app is designed to be easy to use, hoping to make shopping fun and simple for everyone.

FlexTrade wants to keep improving its app to stay ahead in the competitive online shopping market. This project will look into how they can make their app even better for users.

Business Problem

Even though lots of people download and use the FlexTrade app, not everyone ends up buying something. There are few problems:

Problem 1	Problem 2	Problem 3	Problem 4

High Bounce Rate: Many users leave the app quickly without buying anything.

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

Low Average Order Value: The amount of money users spend is lower than what FlexTrade would like.

Lots of Competition: There are many other shopping apps out there, so FlexTrade needs to stand out.

Aim of Project

Goal # 1
Find UX Problems: Look at how users behave and what they say to find out what needs to be better.

Goal # 2
Make Checkout Better: Make it easier and quicker for users to buy things.

Goal # 3
Suggest Personalized Products: Use what we know about what users like to suggest other things they might buy.
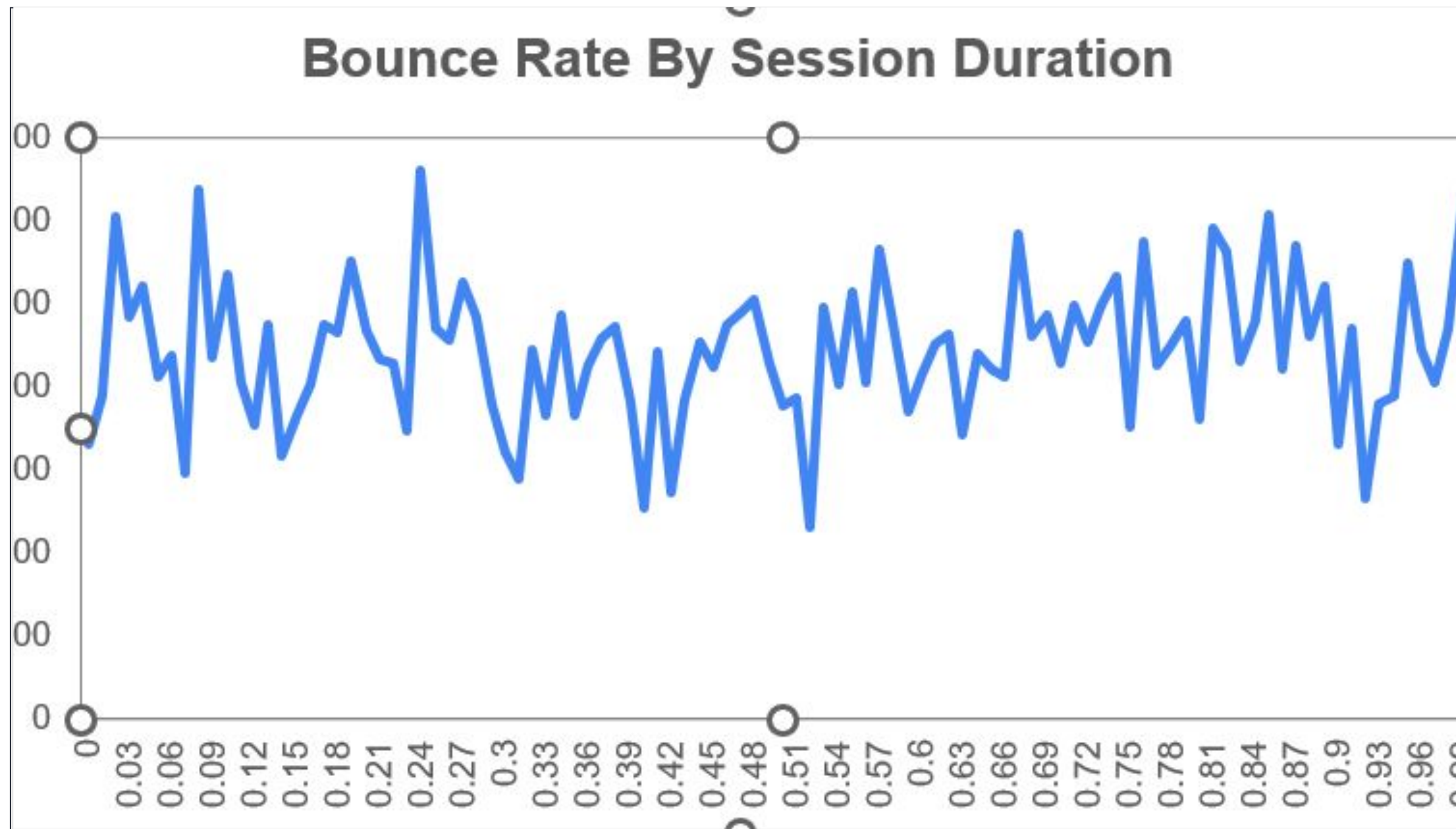
Insights 1

Bounce Rate by Session Duration

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- Bounce Rate: Represents the percentage of visitors who navigate away from the site after viewing only one page.
- Session Duration: Indicates the total time a user spends on the website during a single session.

Bounce Rate by Session Duration

Question: Are shorter sessions associated with higher bounce rates?

Total User

1000

Ave. Session Duration

15 Minutes

Ave. Bounce Rate

49%

Insights

To answer the question, We say there is an Inverse Relationship

Inverse Relationship:

- Generally, there appears to be an inverse relationship between bounce rate and session duration. For instance, higher session durations are observed at lower bounce rates (e.g., 2% bounce rate with 1211.43 seconds session duration, 8% bounce rate with 1274.44 seconds session duration).

- Conversely, higher bounce rates often correspond to shorter session durations (e.g., 100% bounce rate with 941 seconds session duration, 52% bounce rate with 461.25 seconds session duration).

1

Insights

Observing the Chat

Optimal Bounce Rates for Engagement:

2

Bounce rates around 8% to 10% and 85% show significantly high average session durations, suggesting that users who stay longer might do so in environments with these bounce rates.

Specific ranges of bounce rates (e.g., 24%, 67%, 85%) correlate with particularly high session durations (e.g., 1321, 1169.15, 1214.27 seconds respectively).

Insights

Observing the Chat

Critical Bounce Rates:

3 Very high bounce rates (close to 100%) still show substantial session durations, indicating that some users who bounce may still engage for extended periods, possibly due to returning immediately after leaving or engaging in limited but intensive interaction before bouncing.

Recommendations

By focusing on these recommendations, the website can enhance user engagement, reduce bounce rates, and ultimately improve conversion rates.

Content Optimization	User Behavior Analysis	A/B Testing	Targeted Interventions

Identify and analyze content or pages with both low bounce rates and high session durations. Use these insights to optimize other pages by incorporating similar design elements, content types, or user experience enhancements.

Perform deeper analysis on sessions with higher bounce rates but still considerable durations to understand what specific interactions lead to longer engagement despite an eventual bounce. This can help in reducing bounce rates further.

Conduct A/B testing on pages with varying bounce rates and session durations to experiment with different layouts, call-to-actions, and content structures to find the most engaging combinations.

For bounce rates in the mid-range (e.g., 20-40%), where session durations vary significantly, consider targeted interventions such as personalized recommendations, improved navigation aids, or interactive elements to encourage deeper engagement.

Insights 2

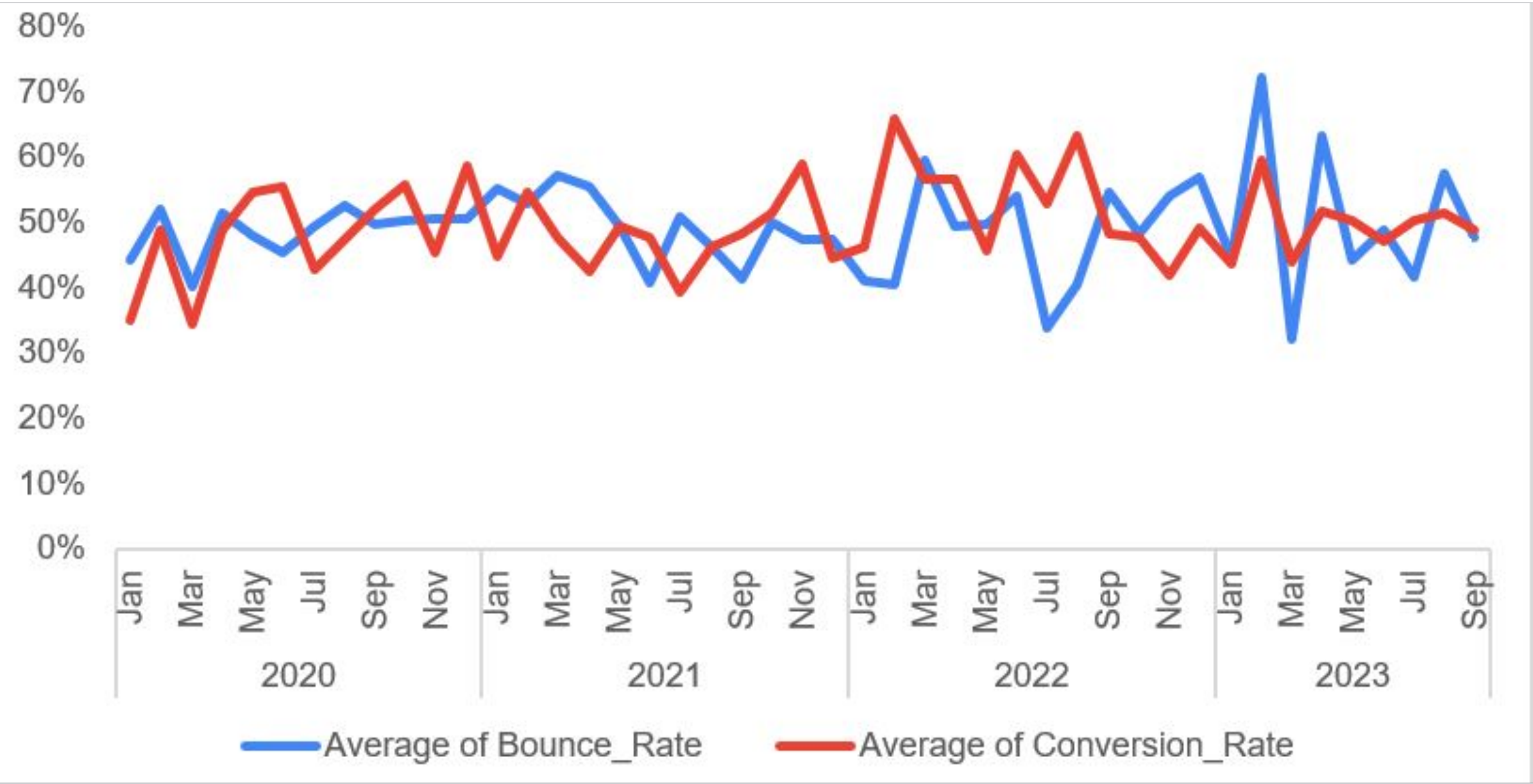## Comparing Bounce Rate and Conversion Rate

Yearly Averages:

- The overall averages for bounce rate and conversion rate are approximately 49% and 49%, respectively.

- The bounce rate remained relatively stable around 49% from 2020 to 2023, with minor fluctuations.

- Conversion rates varied slightly more, with an average around 48% to 53%.

Bounce Rate and Conversion Rate by Year and Month

Is there a significant relationship between both metrics?

Total User

1000

Average Conversion

50%

Ave. Bounce Rate

49%

Insights

Comparing Bounce Rate and Conversion Rate

2

Monthly Variations:

- There are noticeable monthly variations in both bounce rates and conversion rates within each year.

- For example, in 2020:
  - March had a lower bounce rate of 40% and a corresponding lower conversion rate of 34%.

  - August had a higher bounce rate of 53% but a moderate conversion rate of 47%.

- In 2021:
  - January saw a higher bounce rate of 55% but a lower conversion rate of 45%.
  - June had a lower bounce rate of 41% and a slightly higher conversion rate of 48%.

- In 2022:
  - February had a low bounce rate of 41% and a high conversion rate of 66%.
  - July had a low bounce rate of 34% but a moderate conversion rate of 53%.

- In 2023:
  - February had a very high bounce rate of 72% and a corresponding high conversion rate of 59%.
  - March had a low bounce rate of 32% and a moderate conversion rate

Insights

Comparing Bounce Rate and Conversion Rate

General Patterns:

- Lower bounce rates generally correlate with lower conversion rates, while higher bounce rates correlate with higher conversion rates. This suggests that users who spend more time on the site without bouncing are more likely to convert.

- However, there are exceptions to this trend in some months, indicating that other factors also influence conversion rates.

Recommendations

By implementing these recommendations, Flextrade can enhance user engagement, reduce bounce rates, and ultimately improve conversion rates across the site.

| Analyze Monthly Trends: | Improve User Experience: | Personalize User Journey: | Optimize Landing Pages: |

Analyze Monthly Trends:

- Investigate specific months with significant deviations in bounce rates and conversion rates to understand underlying causes.

- Implement targeted strategies during these months to address any identified issues.

Improve User Experience:

- Optimize website navigation and ensure a seamless user experience to reduce bounce rates.

- Enhance the quality and relevance of content to keep users engaged and encourage conversions.

Personalize User Journey:

Use personalized recommendations and dynamic content to cater to individual user preferences.

Optimize Landing Pages:

- Ensure landing pages are relevant to user queries and provide clear, compelling calls to action.

- Test different landing page designs to identify which elements most effectively reduce bounce rates and increase conversions.

Insights 3

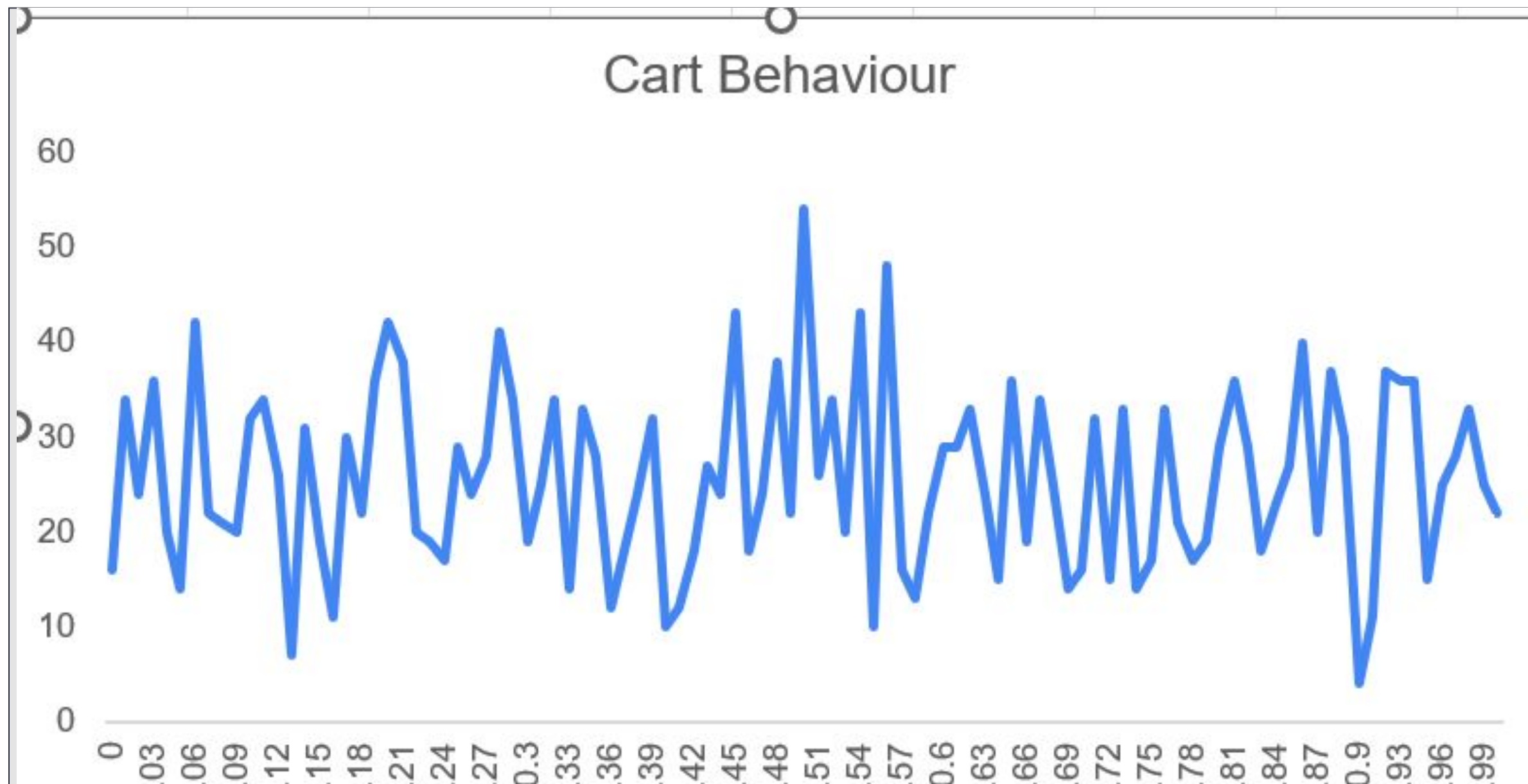## Comparing Conversion Rate and Cart Behavior

Correlation Between Conversion Rate and Cart Additions:

- There is a general positive correlation between conversion rate and the number of cart additions. As the conversion rate increases, the number of cart additions often increases as well.

- High conversion rates (e.g., 0.5, 0.54, 0.56) are associated with high numbers of cart additions (54, 43, 48 respectively).

CART BEHAVIOUR

For sessions with cart additions, how often do users proceed to checkout?

Total User

1000

Average Add to Cart

51%

Total Add to Cart

2,586

Insights 3

Comparing Conversion Rate and Cart Behavior

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Non-Linear Relationship:

- While there is a general trend, the relationship is not strictly linear. There are instances where higher conversion rates do not correspond to higher cart additions and vice versa.

- For example, a conversion rate of 0.92 has 37 cart additions, while a slightly higher conversion rate of 0.96 has only 25 cart additions.

Insights 3

Comparing Conversion Rate and Cart Behavior

Significant Variations:

- The number of cart additions varies significantly even for similar conversion rates. This indicates that other factors besides the conversion rate influence cart behavior.

- For instance, conversion rates of 0.12 and 0.13 have 26 and 7 cart additions respectively, showing a large disparity.

Insights 3

Comparing Conversion Rate and Cart Behavior

Peaks in Data:

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Notable peaks in cart additions occur at conversion rates of 0.06 (42 cart additions), 0.5 (54 cart additions), and 0.56 (48 cart additions). These points could indicate specific strategies or external factors that were particularly effective during those periods.

Recommendations

By focusing on these recommendations, you can improve both cart behavior and conversion rates, leading to increased sales and customer satisfaction.

Optimize Product Pages

- Ensure product pages are well-designed with clear, high-quality images, detailed descriptions, and prominent call-to-action buttons to encourage cart additions.

- Highlight product benefits and include customer reviews to build trust and encourage conversions.

Enhance User Experience

- Simplify the navigation and checkout process to reduce friction and make it easier for users to add items to their cart and complete purchases.

- Implement features like a guest checkout option and progress indicators during the checkout process to streamline the experience.

Analyze Cart Abandonment

- Regularly analyze cart abandonment rates and identify common drop-off points. Use this information to address issues that may be causing users to abandon their carts.

- Implement email reminders for users who have left items in their cart, offering them incentives to return and complete their purchase.

Promotional Strategies

Offer limited-time discounts, free shipping, or bundled deals to incentivize users to add more items to their cart and complete their purchases.

Insights 4

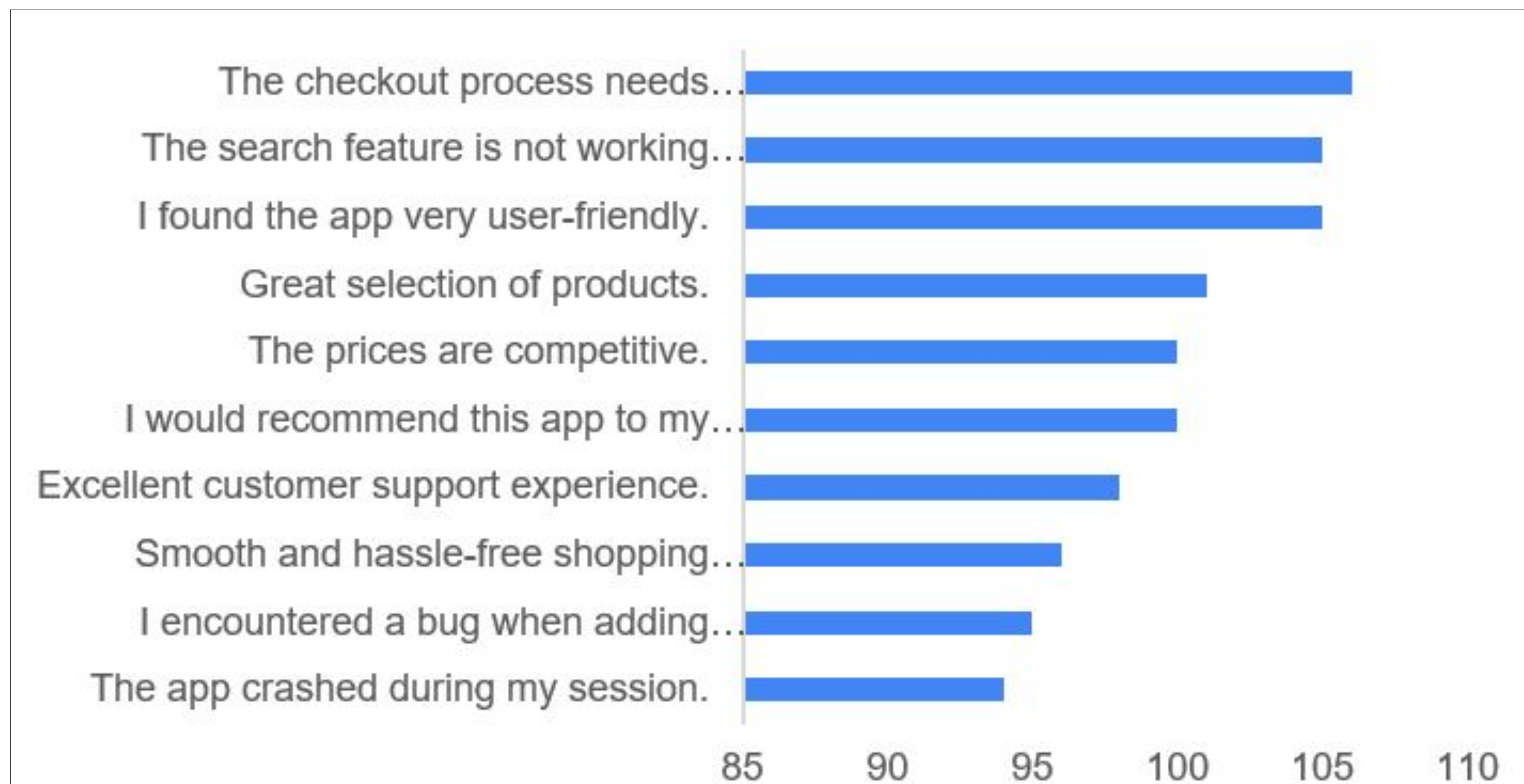## Comparing Feedback Content and Page Views

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Positive Feedback:

- Feedback comments such as "Excellent customer support experience," "Great selection of products," "I found the app very user-friendly," and "I would recommend this app to my friends" are positive.

- These positive feedback comments have high page views, indicating users are engaged and appreciating these aspects of the app.

Feedback Content Analysis

What common themes can you find in the feedback content?

App Review

333

Customer Support

317

Survey

350

Insights 4

Comparing Feedback Content and Page Views

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Negative Feedback:

- Negative feedback comments such as "I encountered a bug when adding items to the cart," "The app crashed during my session," "The checkout process needs improvement," and "The search feature is not working properly" highlight issues users are facing.

- These issues also have high page views, indicating significant user engagement and potential frustration points.

Insights 4

Comparing Feedback Content and Page Views

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Neutral Feedback:

- Feedback like "The prices are competitive" and "Smooth and hassle-free shopping experience" are neutral to positive.

- These also have high engagement, suggesting that users find these aspects satisfactory but not exceptional.

Recommendations

By focusing on these recommendations, you can improve both cart behavior and conversion rates, leading to increased sales and customer satisfaction.

Customer Support:	Bugs and Crashes:	User-Friendly Design:	Promote Competitive Pricing:

Customer Support:

Continue to provide excellent customer support and consider highlighting customer testimonials on your website to build trust and credibility.

Bugs and Crashes:

- Address the reported bugs, particularly those related to adding items to the cart and app crashes. Prioritize these issues as they directly impact the user experience and conversion rates.

- Conduct thorough testing and quality assurance to ensure the app is stable and reliable.

User-Friendly Design:

Preserve the user-friendly design of the app and continuously seek user feedback to make incremental improvements.

Promote Competitive Pricing:

- Emphasize the competitive pricing in marketing campaigns to attract price-sensitive customers. Highlight special offers and discounts to enhance perceived value.

Insights 5

Comparing conversion Rate and Day

Highest Conversion Rates on Weekdays:
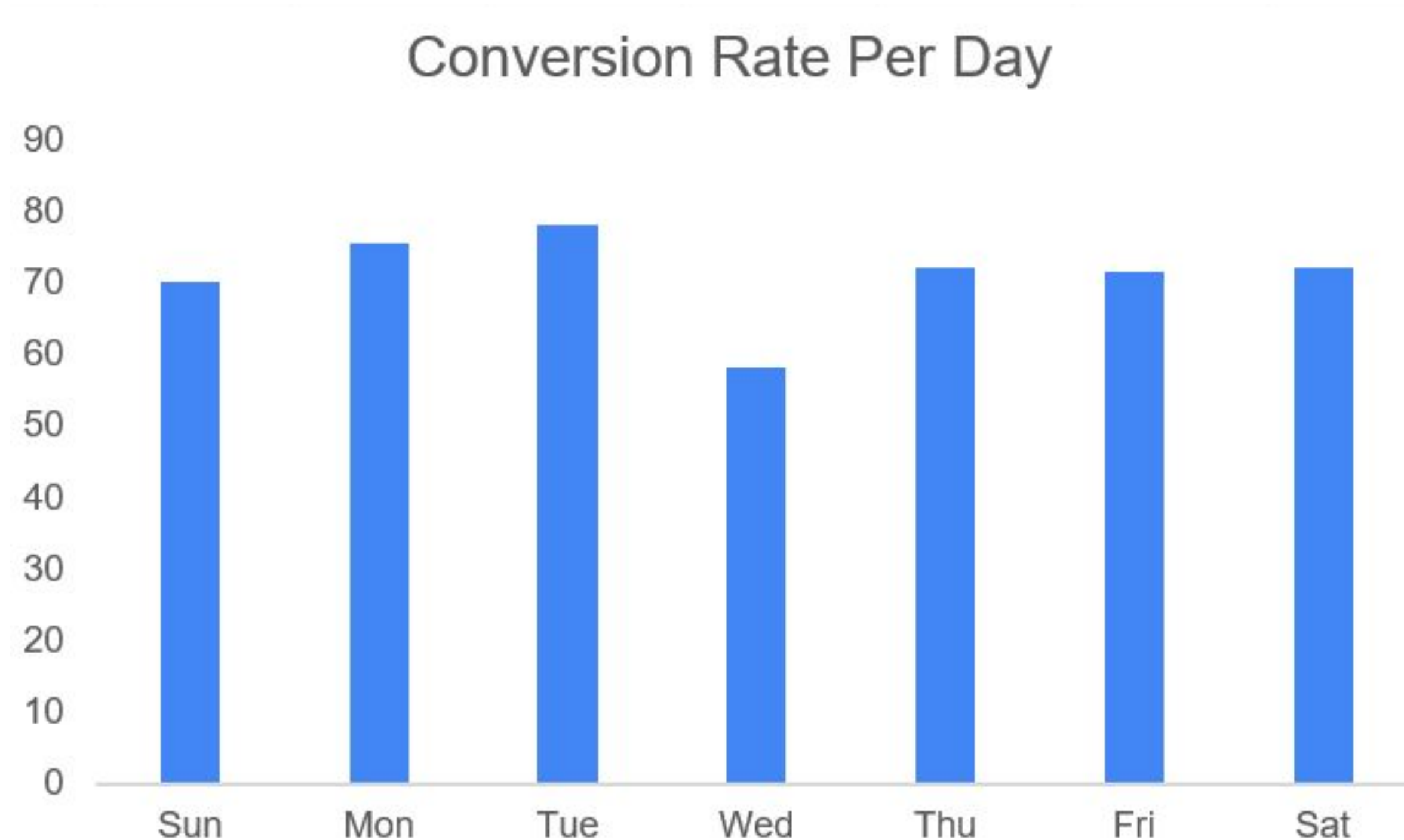
Tuesday (78.12)

Monday (75.54)

Thursday (72.29)

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Conversion rates are highest at the beginning of the week, peaking on Tuesday. This suggests that users are more likely to complete transactions on these days.

Conversion Rate Per Day

Which day did Flextrade has the most conversion Rate

Conversion Rate Per Day

Highest Conversion Rates

Tuesday

Moderate Conversion Rates

Friday

Lowest Conversion Rate

Wednesday

Insights 5

Comparing conversion Rate and Day

1

Moderate Conversion Rates:

Friday (71.78)

Saturday (72.20)

Sunday (70.16)

While still relatively high, conversion rates are slightly lower on weekends compared to the peak on Tuesday. However, they remain fairly consistent, indicating steady user engagement over the weekend.

Insights 5

Comparing conversion Rate and Day

1

Lowest Conversion Rate on Wednesday:

Wednesday (58.19)

Wednesday shows a noticeable drop in conversion rates compared to other days of the week.

Recommendations

By implementing these recommendations, you can leverage the days with higher conversion rates more effectively, address the mid-week drop, and maintain a consistent level of user engagement and conversions throughout the week.

Monitor and Adjust	Consistent User Engagement	Investigate Mid-Week Drop	Maximize High Conversion Days

Monitor and Adjust

Continuous Monitoring: Regularly monitor conversion rates and user behavior across all days of the week. Use this data to make informed decisions and adjustments to your strategies.

Consistent User Engagement

Engagement Strategies: Maintain weekly user engagement by providing consistent value and incentives. This includes loyalty programs, personalized recommendations, and timely notifications.
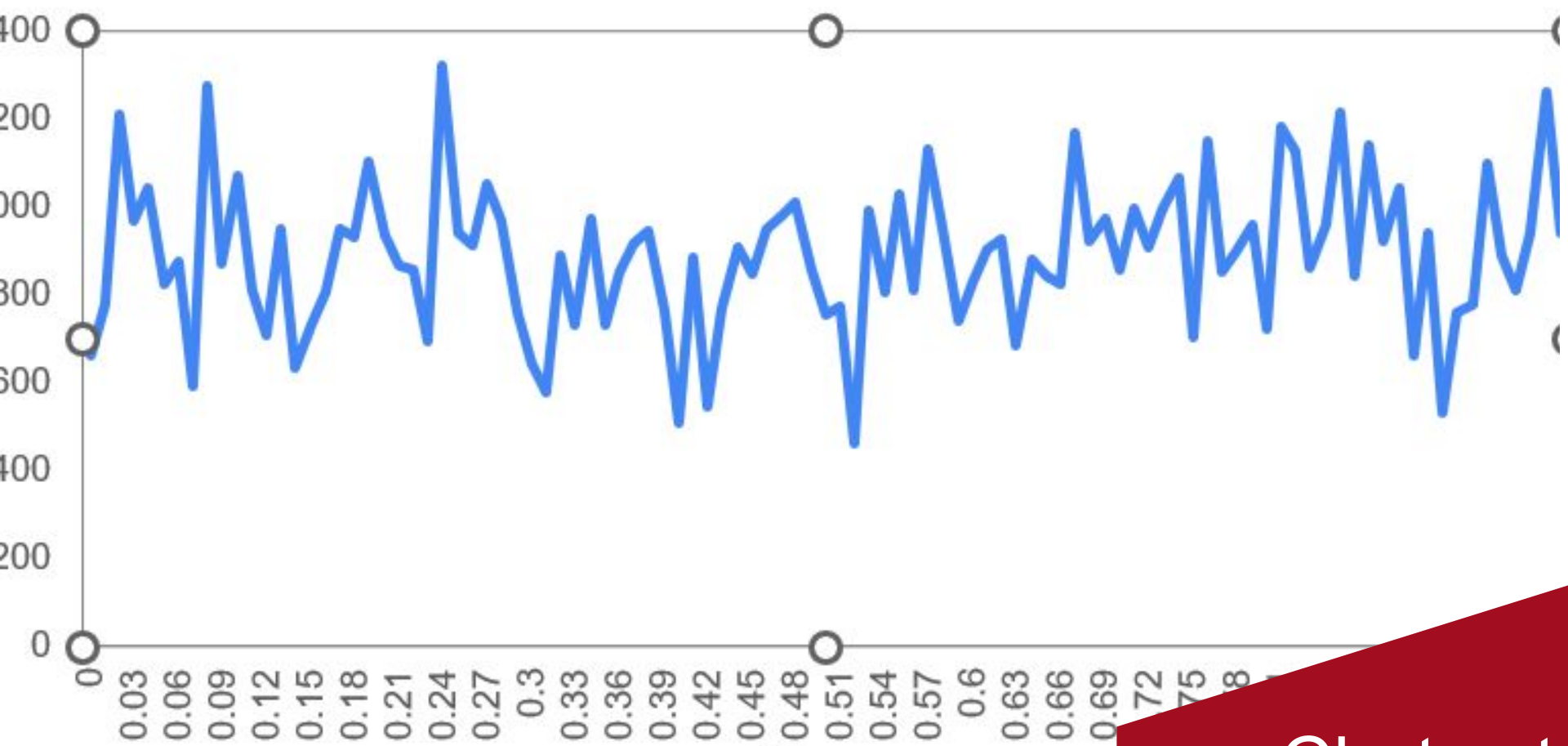
Investigate Mid-Week Drop

Root Cause Analysis: Investigate why conversion rates drop significantly on Wednesday. Analyze user behavior, site performance, and any external factors contributing to this dip.

A/B Testing: Conduct A/B tests to try different strategies (e.g., promotions, UX improvements) on Wednesdays to see if conversion rates can be improved.
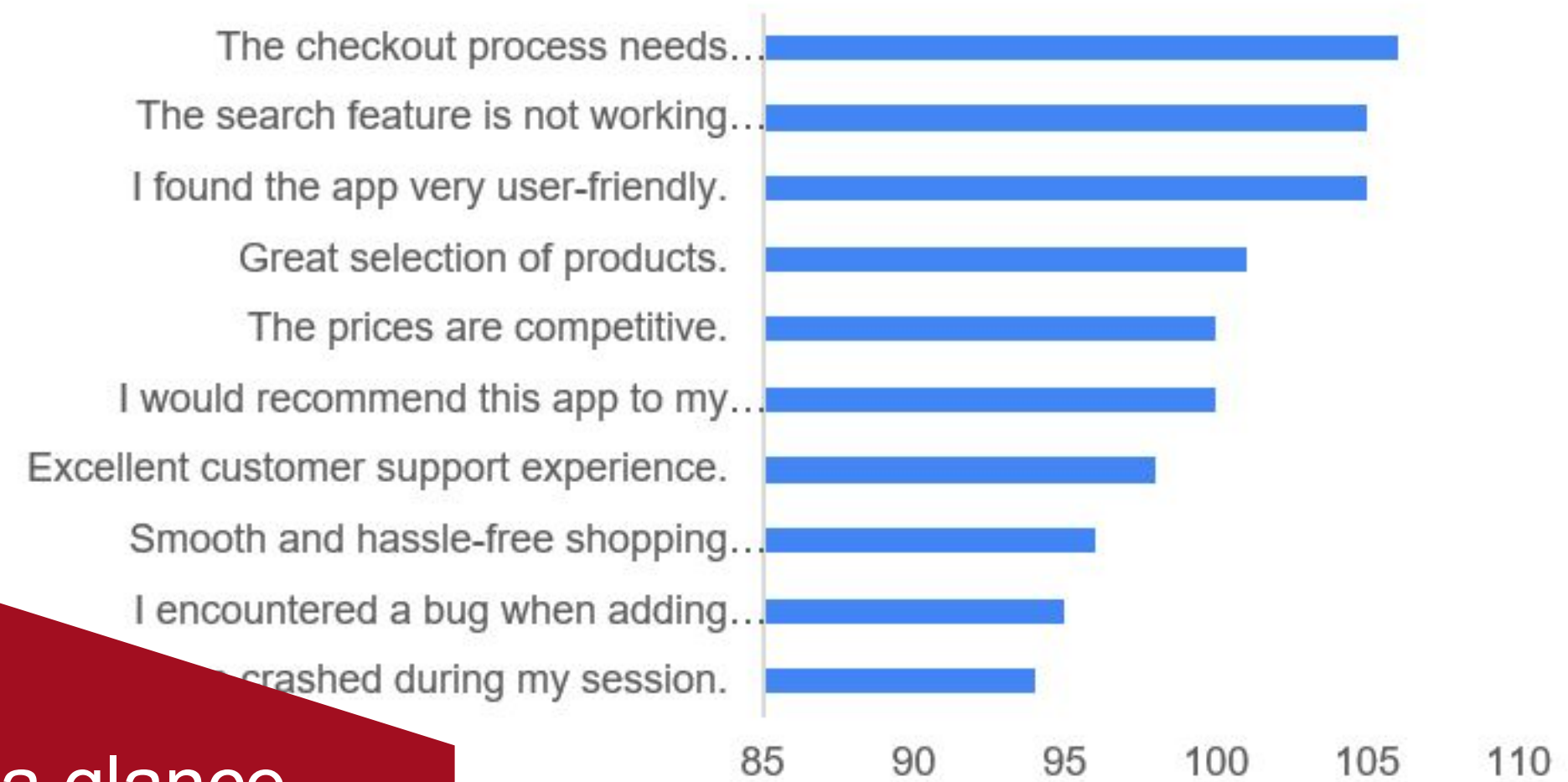
Maximize High Conversion Days

- Targeted Campaigns: Launch marketing campaigns, discounts, and promotions on Mondays, Tuesdays, and Thursdays to capitalize on the higher conversion rates.

- Email and Ad Timing: To maximize their impact, schedule email blasts and ad campaigns to align with peak conversion days.
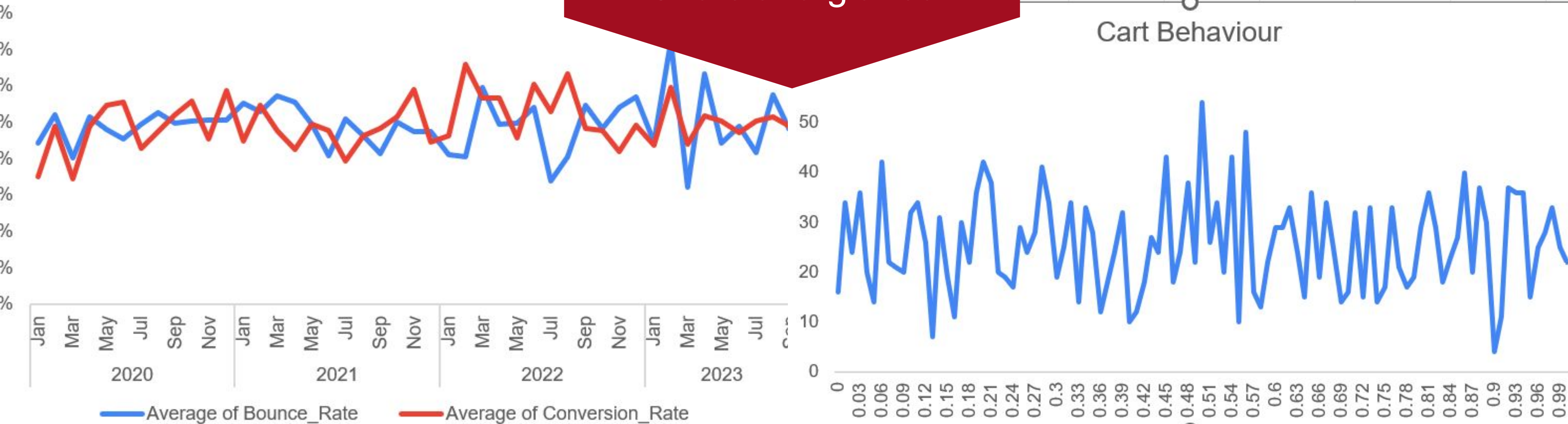
Bounce Rate By Session Duration

Feedback Content

The checkout process needs…
The search feature is not working…
I found the app very user-friendly.
Great selection of products.
The prices are competitive.
I would recommend this app to my…
Excellent customer support experience.
Smooth and hassle-free shopping…
I encountered a bug when adding…
…crashed during my session.

85 90 95 100 105 110

Chats at a glance

Cart Behaviour

2020 2021 2022 2023

— Average of Bounce_Rate — Average of Conversion_Rate