

USER EXPERIENCE (UX) ANALYSIS FOR FLEXTRADE ONLINE SHOPPING APP.

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Business Overview

FlexTrade, one of the top leading online shopping brand, offers a wide range of products from electronics to clothing with a focus on convenience and accessibility. Known for its intuitive app, FlexTrade strives to deliver a seamless shopping experience. Committed to continuous improvement, the company ensures it stays competitive in the dynamic e-commerce market.





Business Challenges

Despite high app downloads, FlexTrade faces:

- ❖ High Bounce Rate: Users leave without engaging.
- ❖ Cart Abandonment: Items are added to the cart but not purchased.
- ❖ Low Average Order Value: Spending falls below expectations.
- ❖ Intense Competition: Numerous rival apps make differentiation crucial.

Project Goal

- Identify and recommend actionable strategies to resolve UX issues.
- Simplify and optimise the checkout process.
- Leverage user data for personalised product recommendations.
- Develop strategies to boost user spending.





Key Analysis: App Performance and Customer Behaviour

1. The relationship between Bounce rate and Conversion rate – *To analyse if bounce rates are connected to low conversions and cart abandonment.*
2. Cart Behaviour Insights
–*To investigate how often users proceed to checkout after adding items to the cart.*
3. Session Duration Analysis
–*To identify if shorter sessions lead to user drop-offs.*
4. Common Feedback Themes
–*Uncover common user pain points and reasons for abandoning the app or cart.*
5. Yearly Conversion Trends –*Track conversion rate over to identify patterns and opportunities for improvement.*

Data Analysis Dashboard

Unique Users



1000

Total Page Views



5425

Avg Session Time



15 minutes

Bounce Rate (%)



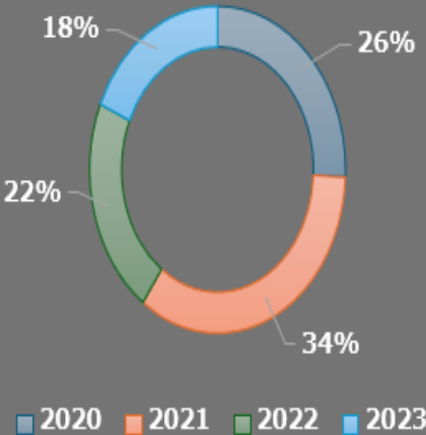
48%

Conversion Rate %

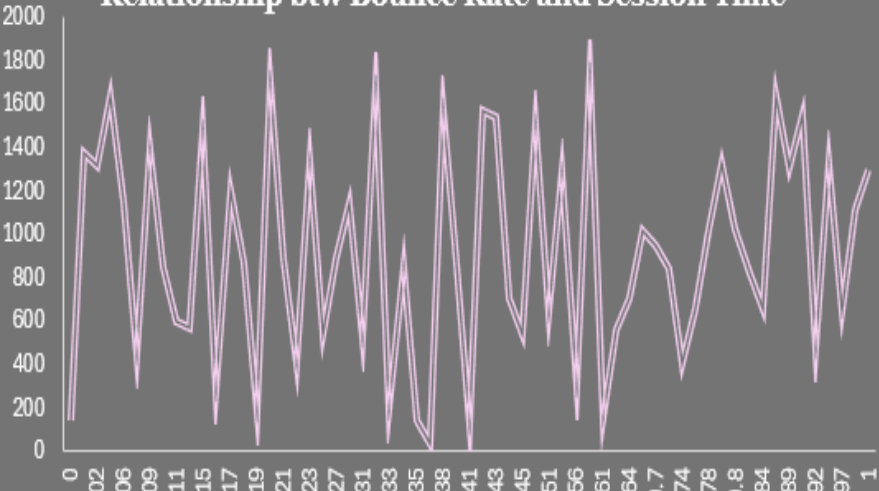


49%

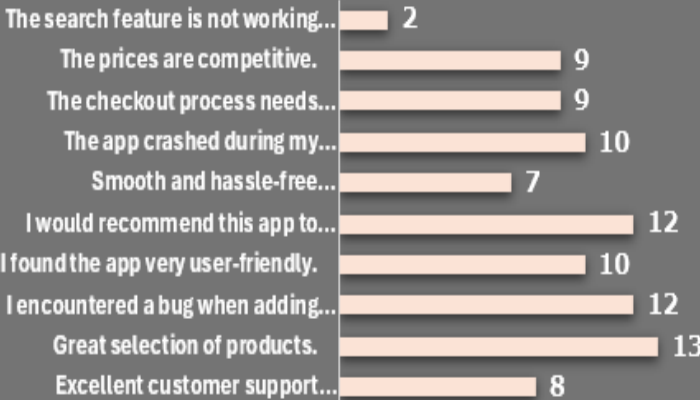
Year on Year Conversion Rate



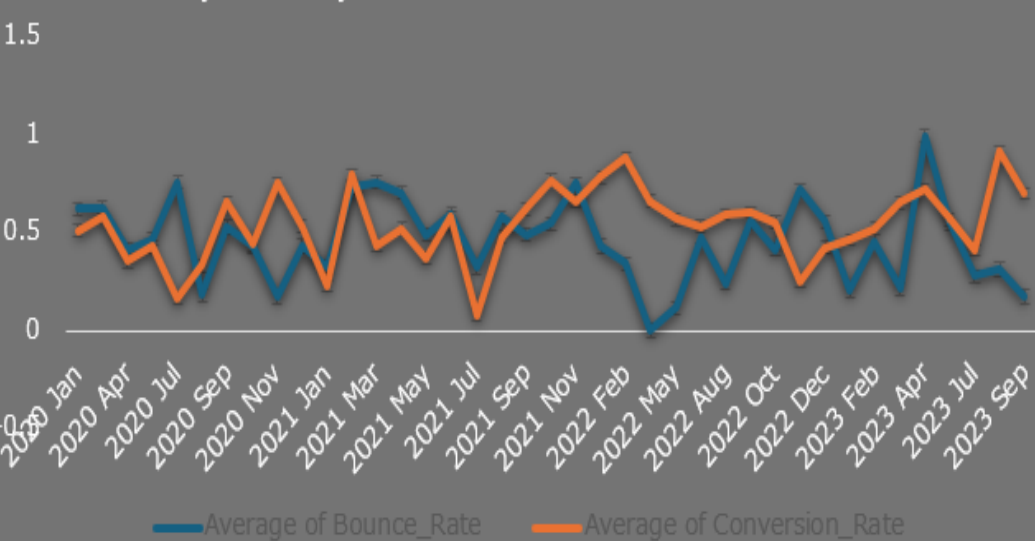
Relationship btw Bounce Rate and Session Time



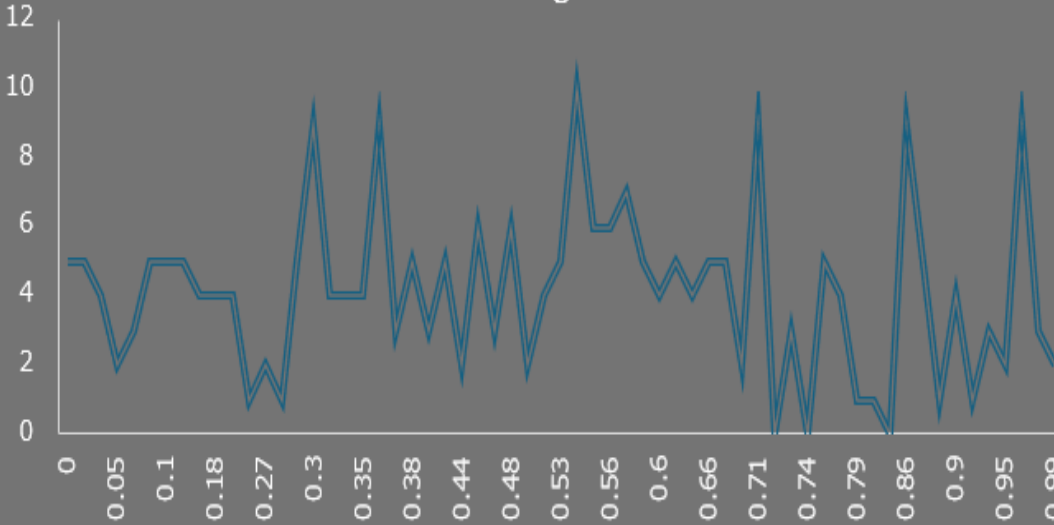
Key Themes in User Feedback



Monthly and Yearly Trends: Bounce Rate vs. Conversion Rate

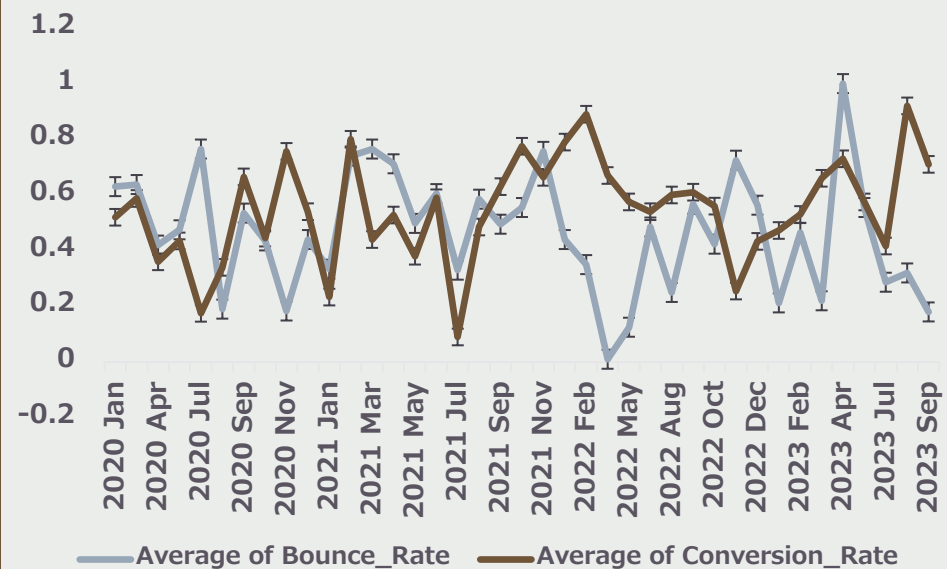


Cart Behavior: Checkout Progression After Additions



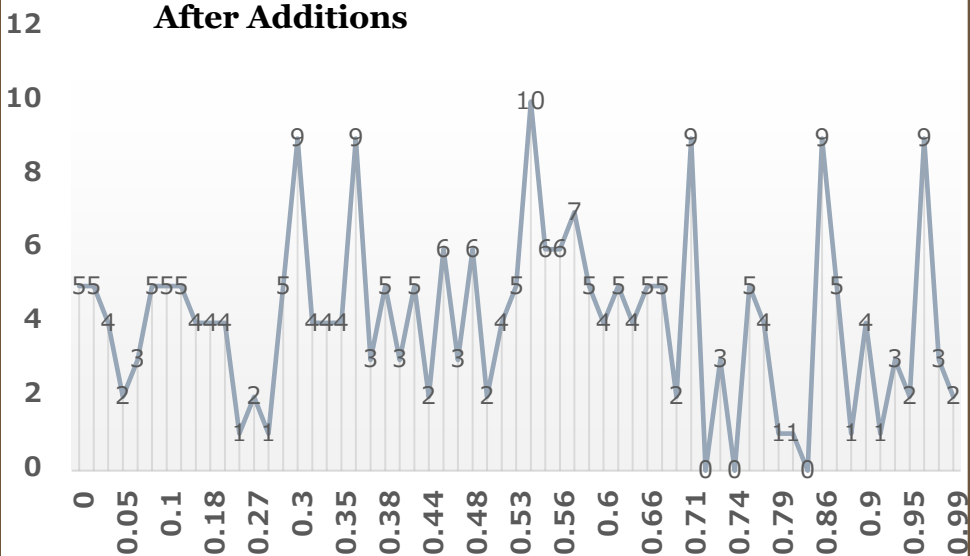
Key Insights Analysis

Bounce Rate vs. Conversion Rate



Bounce Rate vs. Conversion Rate - FlexTrade's high bounce rate of 49% is above the industry average of 45.68% according to Statista report, 2023. Combined with a low conversion rate, indicates the app fails to engage and convert visitors, which may lead to low customer retention, hindered sales growth, and reduced market competitiveness.

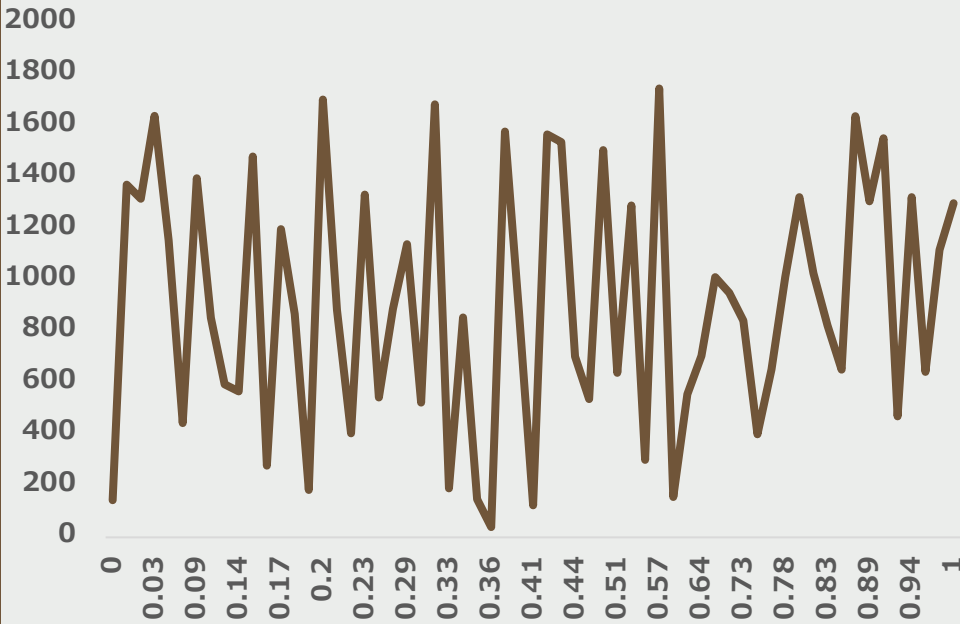
Cart Behaviour: Checkout Progression After Additions



Cart Behaviour: Checkout Progression After Additions - 8 out of 13 visitors who add items to their cart abandon it, showing a high cart abandonment rate. With 61.5% of users abandoning their carts, potential sales are lost despite purchase intent. This undermines the FlexTrade goodwill of competitive pricing and a good product selection variety due to checkout inefficiencies or other reasons.

Insights Analysis Cont'd

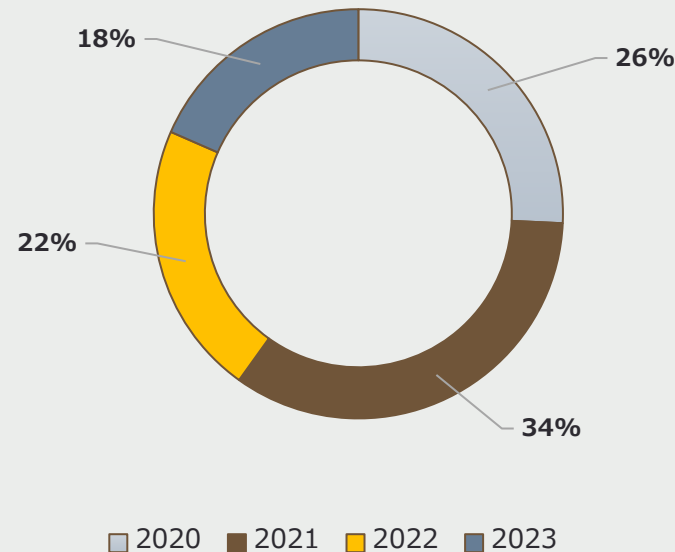
Relationship btw bounce rate and session time



Relationship btw bounce rate and session time -

Analysis shows that, FlexTrade's App visitors spent an average of 15-minutes "session duration", exceeding the industry average of 10-11 minutes survey report by (Statista, 2024). This reflects strong brand visibility and engagement. However, this has not led to higher conversions, but could mean positive because, longer sessions offer more opportunities for product discovery and purchases. Indicating potential for growth is conversion barriers are addressed.

Year on year conversion rate

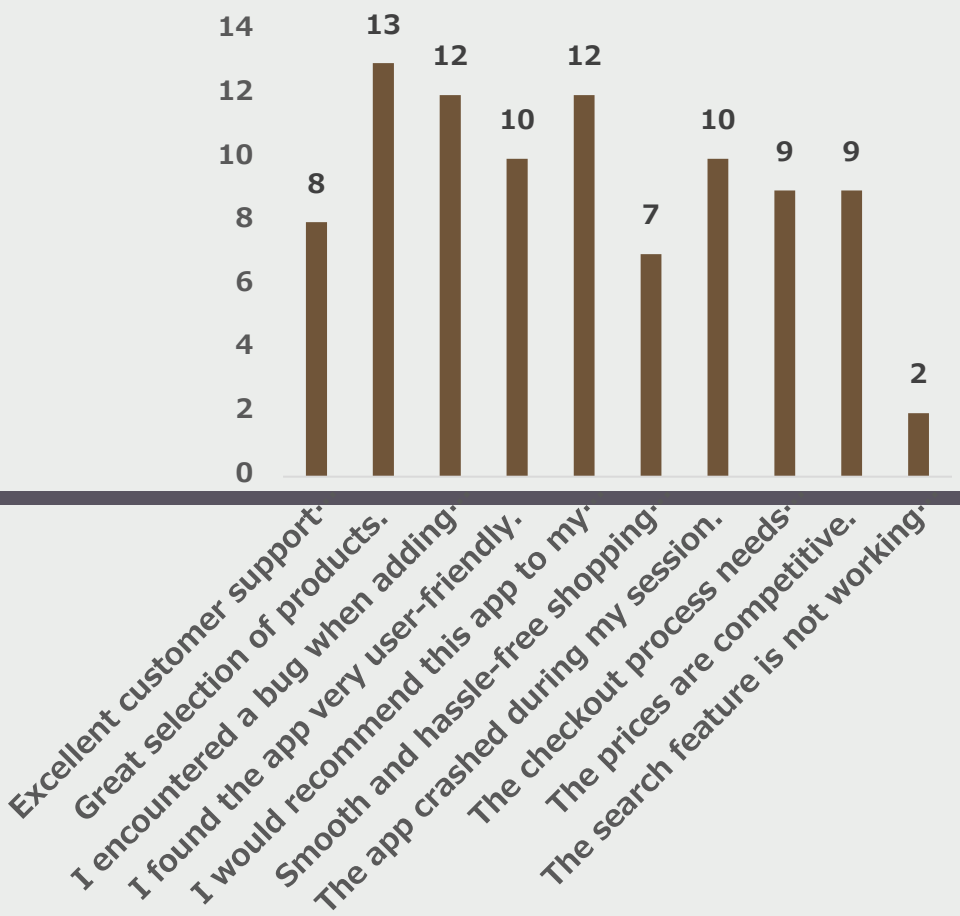


Year on year conversion rate -

Over the past four years, FlexTrade's conversion rate has steadily declined, from a high of 34% in 2021 to a low of 19% in 2023. This represents a significant drop in the proportion of visitors who make a purchase after visiting the app. This poses a potential decline in customer acquisition and loss of Revenue.

Insights Analysis Cont'd

Key Themes in User Feedback



Key Themes in User Feedback

14% of users praised FlexTrade’s wide product range on the App, showcasing a strong marketing and competitive advantage. However, 13% reported checkout bugs, and 10% experienced app crashes, leading to frustration, cart abandonment, and weakened retention and conversion rates.

Addressing these technical issues is vital to leveraging the app’s strengths and improving overall business performance.

Recommendation

Bounce Rate vs. Conversion Rate

- **Optimise Mobile Experience:** Conduct usability testing to identify and address navigation and interaction issues on mobile devices.
- **Implement a Rewards Programme:** Incentivise user engagement and loyalty through a rewards programmes.
- **Leverage A/B Testing:** Continuously experiment with different design elements and user flows to optimise conversions.
- **Simplify Checkout:** Offer a guest checkout option by allowing users to checkout without requiring account creation.

Cart Behaviour: Checkout Progression After Additions

- **Fix Technical Issues:** Address reported bugs to ensure users don't drop off due to app instability.
- **Incentivise Checkout:** Offer discounts, loyalty points, or free shipping for completing purchases within a specified time.
- **Send Cart Abandonment Reminders:** Use personalised push notifications or emails to remind users of their saved items, possibly including a limited-time discount.

Bounce Rate vs. Session Duration

- Leverage Longer Sessions for targeted marketing by implementing strategies:**
- **Timely Promotions and Discounts:** Offer limited-time discounts or exclusive deals to encourage immediate purchases.
 - **Engaging Content:** Provide informative and entertaining content, such as product reviews, tutorials, or style guides, to keep users engaged.

Recommendation Cont'd

Improve yearly conversation rate

- **Enhance Marketing Strategies:** Optimize Marketing Channels: Invest in effective marketing channels, such as social media, email marketing, and paid advertising.
- **Improve Product Discovery and Recommendation:** Enhance the product discovery experience by implementing personalised recommendations based on user behaviour.
- **Prioritise Customer Support:** Provide excellent customer support to address customer queries and resolve issues promptly.
- **Incentivise Loyalty:** Launch a loyalty programme that rewards users for repeat purchases, further driving conversions while increasing customer retention.

User Experience and Feedback

- **Leverage Positive Word-of-Mouth:** Encourage user reviews, testimonials, and implement referral programmes to incentivise user referrals.
- **Gather Continuous User Feedback:** Conduct regular surveys, use in-app feedback, and analyze app store reviews to identify issues.
- **Leverage Product Selection Strength:** Highlight the variety of products in marketing and enhance the experience with personalized recommendations.

Conclusion

FlexTrade's strong brand engagement, and wide product variety, reflected in user feedback and long average session time; provides a solid foundation for competitiveness and growth. However, to fully capitalise on this potential, the company must address key user experience issues, including technical glitches and a suboptimal checkout process.

Prioritising user experience, optimising marketing, and leveraging data insights, FlexTrade can boost conversions, enhance customer satisfaction, and achieve sustainable growth and market competitiveness.