

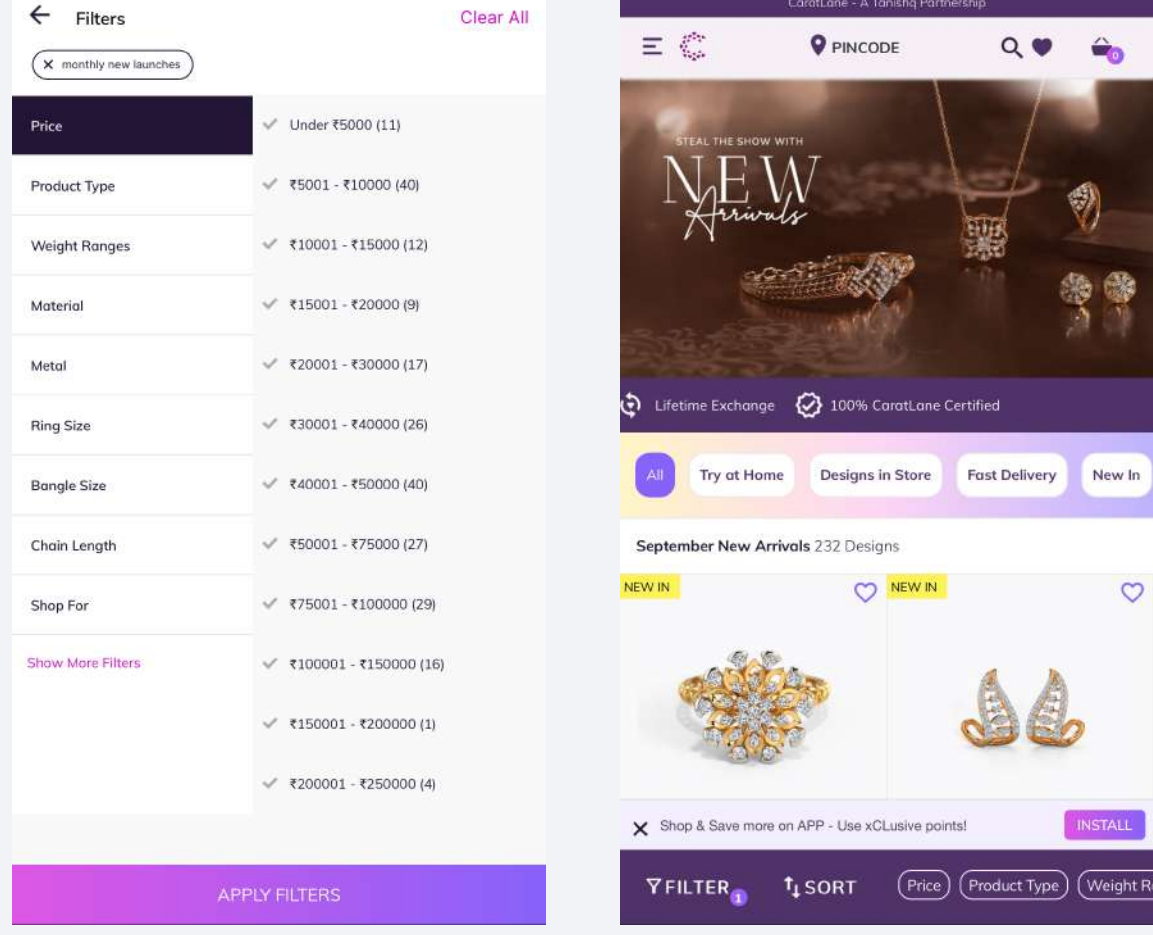
# CaratLane- Improving Discovery Across the Omni Channel

Agam Agarwal

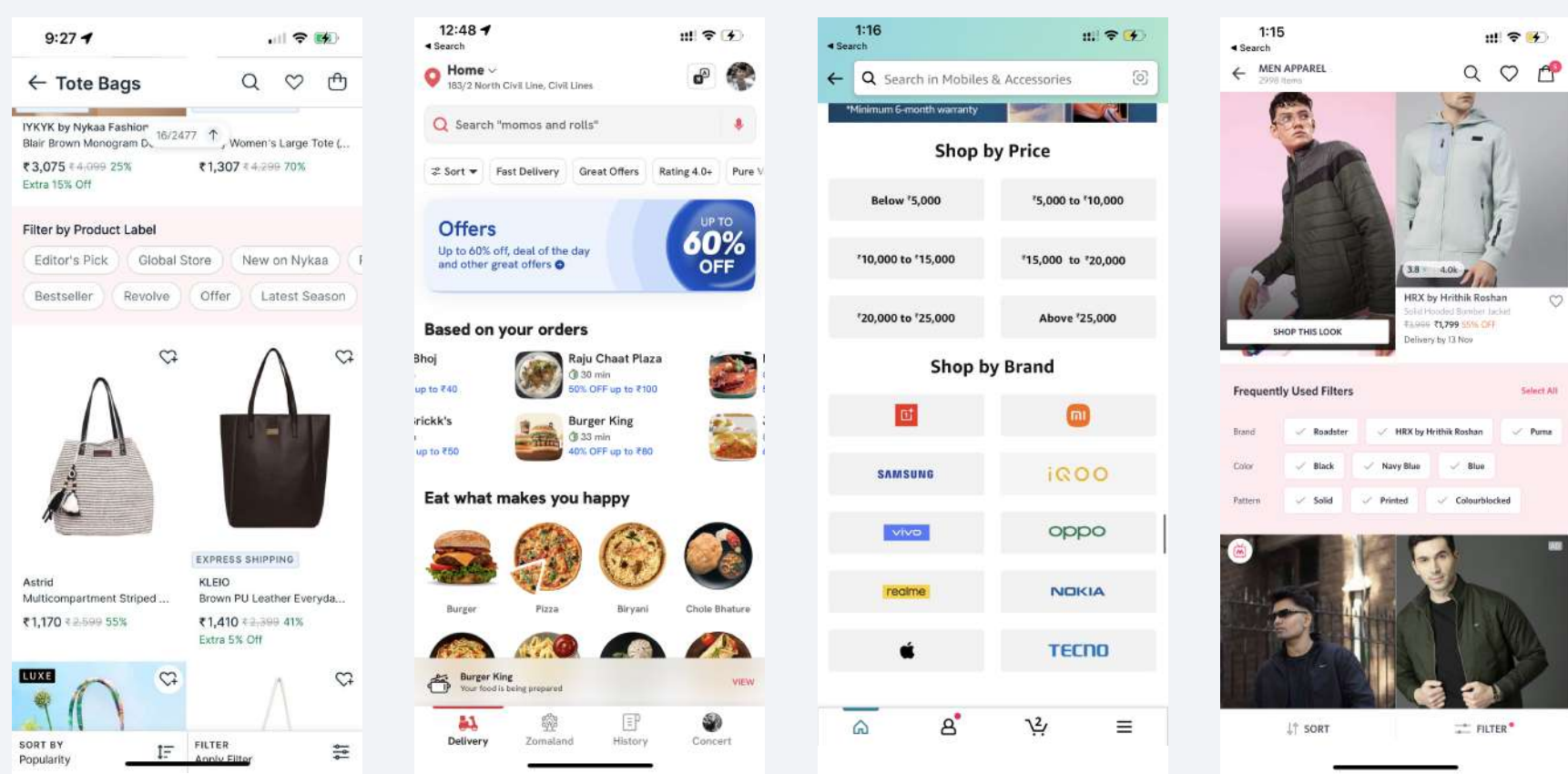
## Visual Filters

User onboarding is a critical phase in ensuring the successful adoption of our cybersecurity application. It is essential to provide a seamless and secure experience for new users. To achieve this, our onboarding process focuses on the following key aspects:

— **Identifying the Problem:** We discovered that while the traffic on the platform was increasing but the use of filters were not increasing proportionately

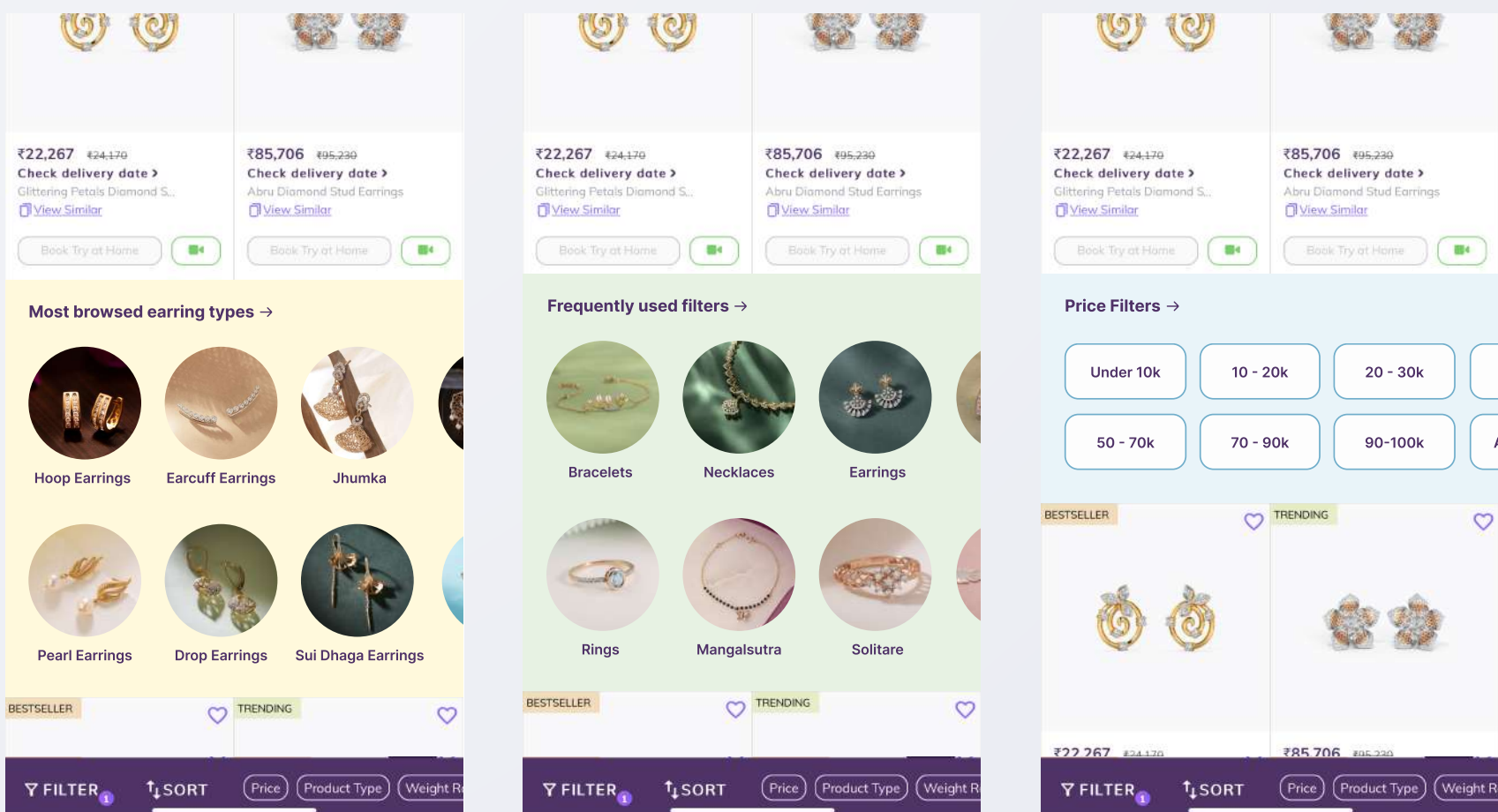


— **Research / Visual Inspiration:** Next Step in the process was to understand how our competitors were solving for discovery

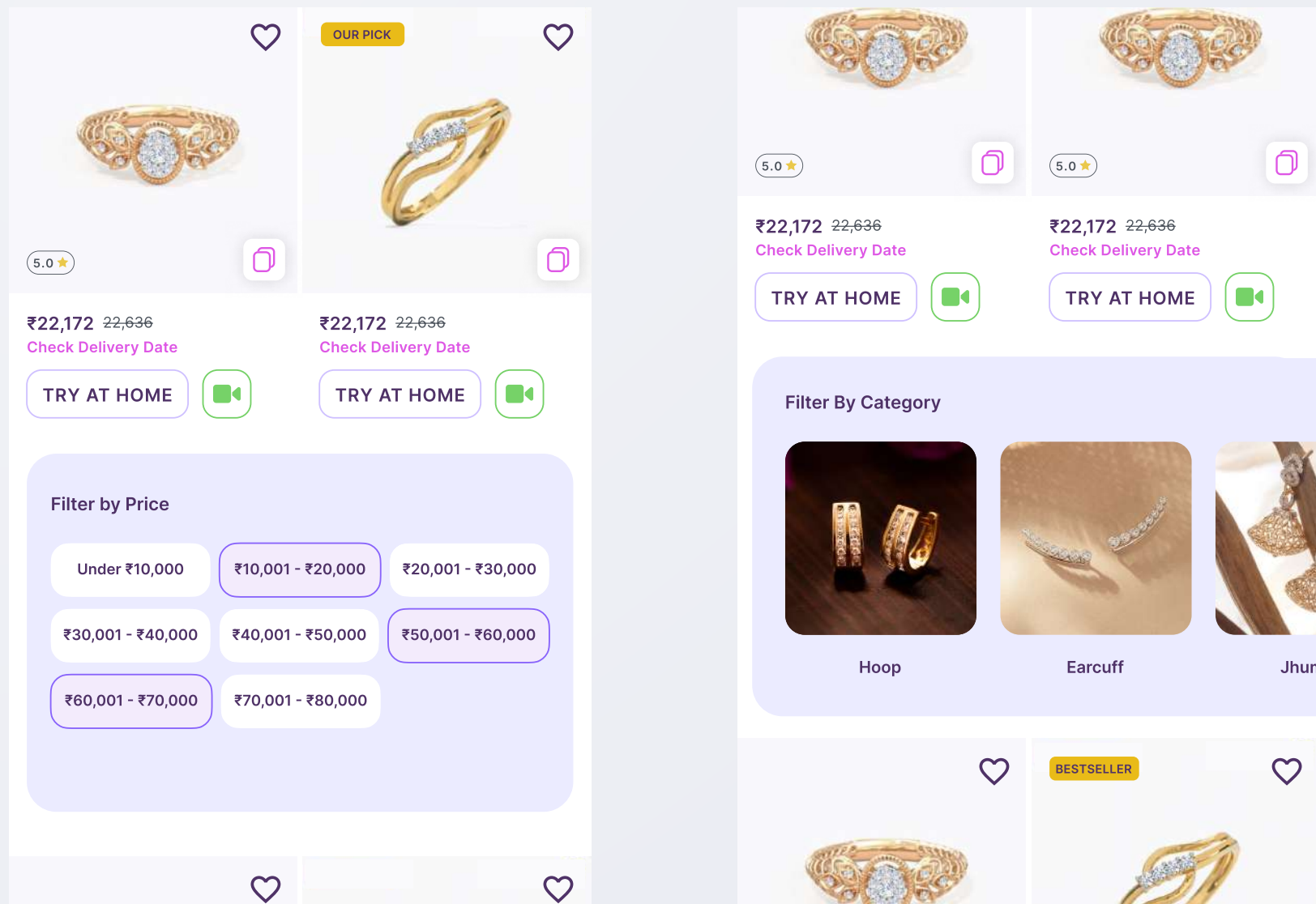


— **Experiments:** Designing and running the visual filter experiment on web had the following results

30% Increase in Filter Usage



— **Final Design:** Based on all the data and research we were able to successfully launch the Visual Filter on Web and Apps



## Other Experiments

Similar to Visual Filters we ran other experiments that saw increase in number in various area, some are mentioned below-

— **Video Banners:** We implemented video banner on homepage of Caratlane.com, that replaced traditional marketing banners

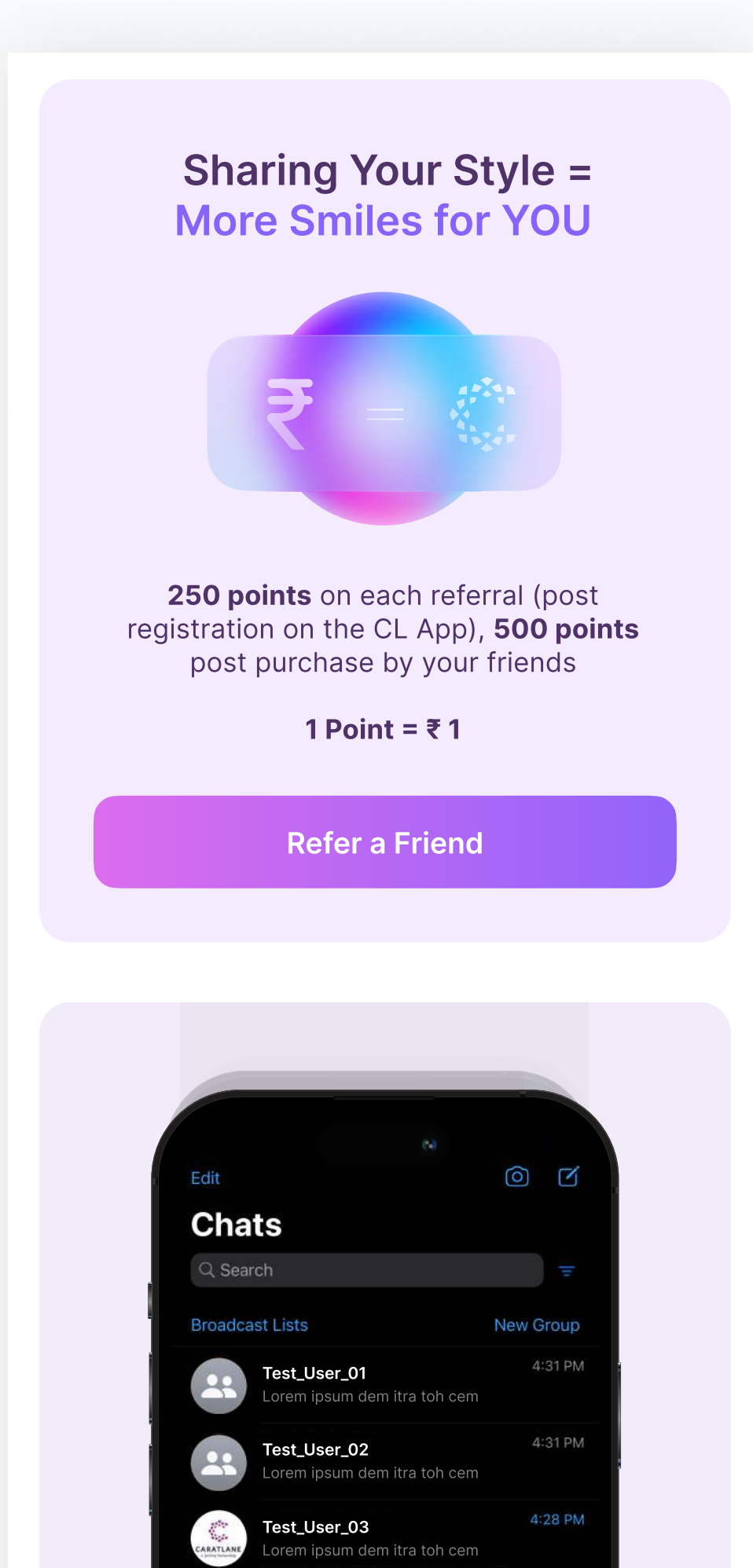
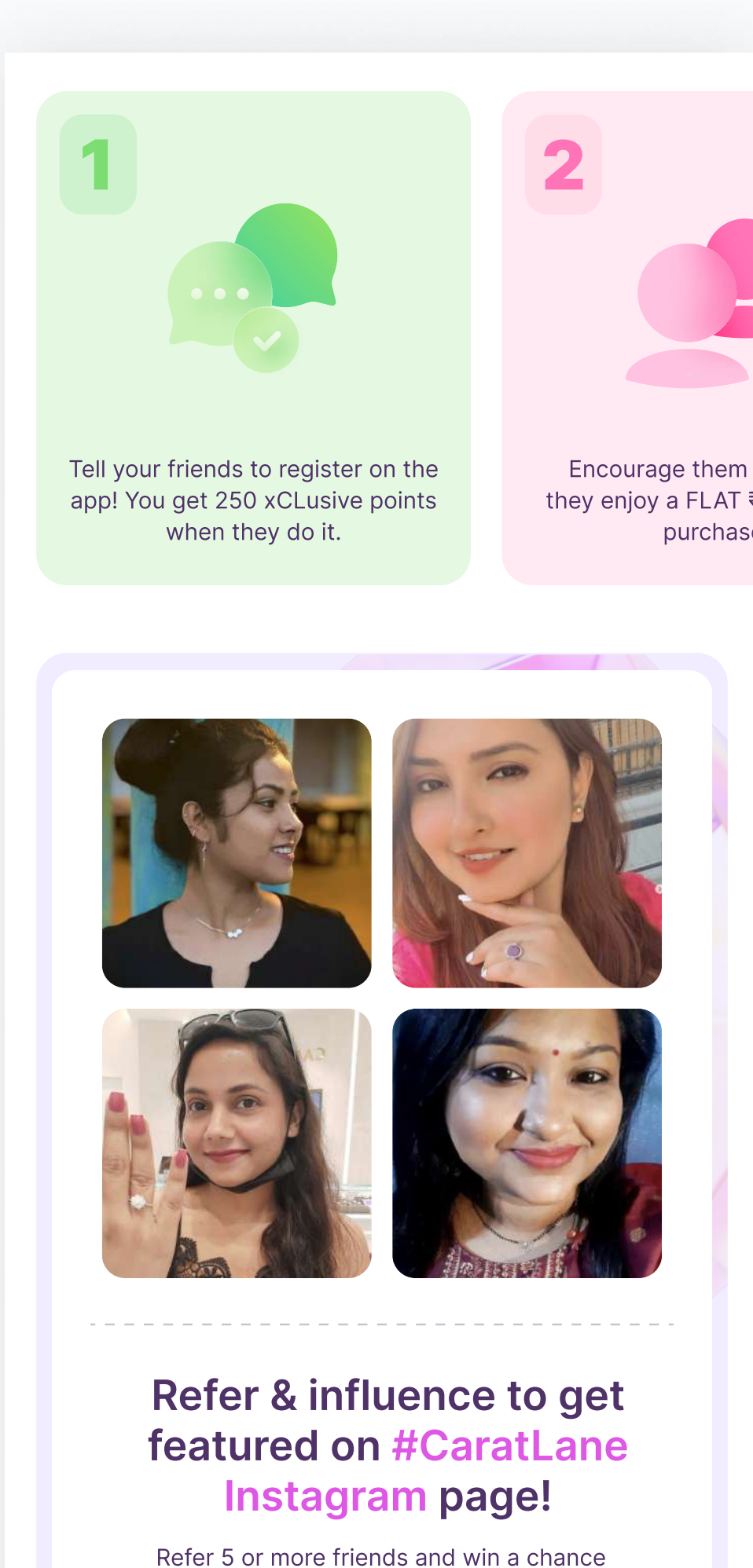
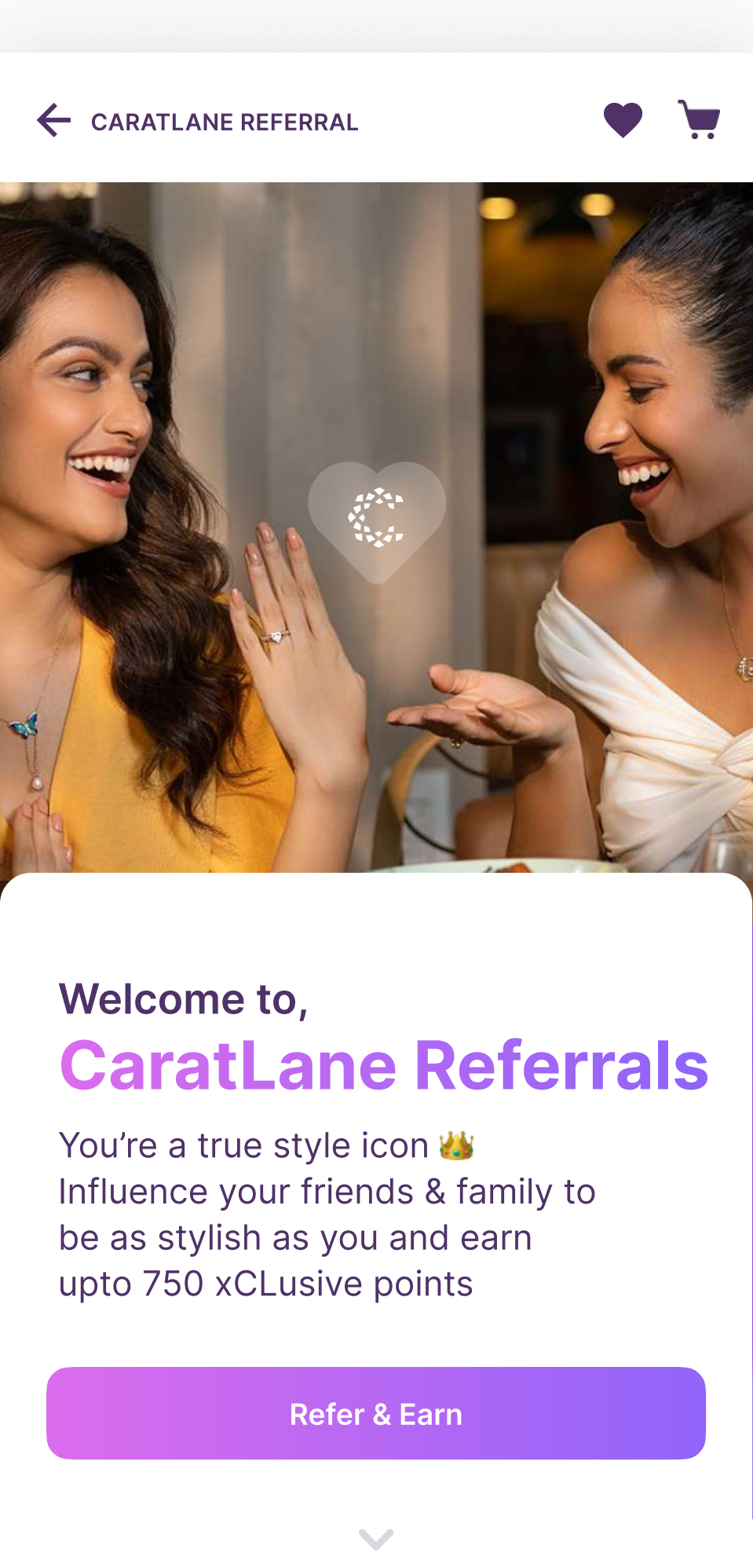
2.5x  
Increase in Clicks

— **Pincode Capture Pop-ups:** We implemented Pincode capture pop-ups, instead of redirecting the users.

4x  
Increase in Pincode Captures

## Referral Program

As part of role I am responsible for designing discovery programs, such as Referrals



## This case study is under progress

Items under progress-

- a) CaratLane Loyalty Program
- b) Design System