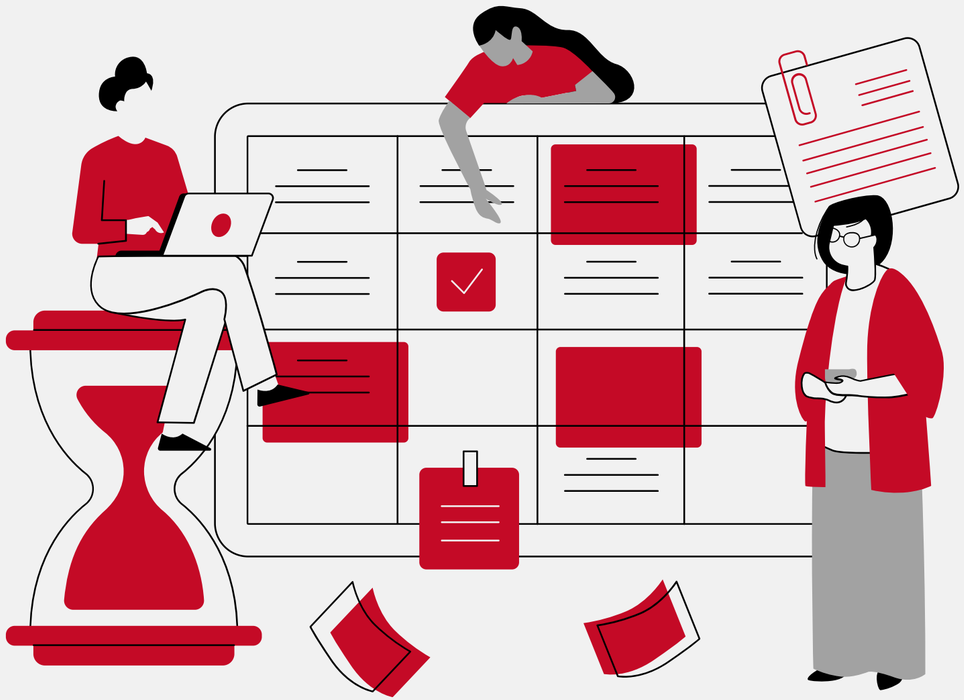
User Experience on Vanguard website between 15.3.2017 to 20.6.2017

User Experience Test

Prepared by
Alev Yildirim

User Experience Project Overview

How successful is our new Website?



User Experience KPI metrics :

-> Completion Rate

-> Average time spent on each step process

-> Error rate

A/B Test on Old & New Web design

For a better user experience!

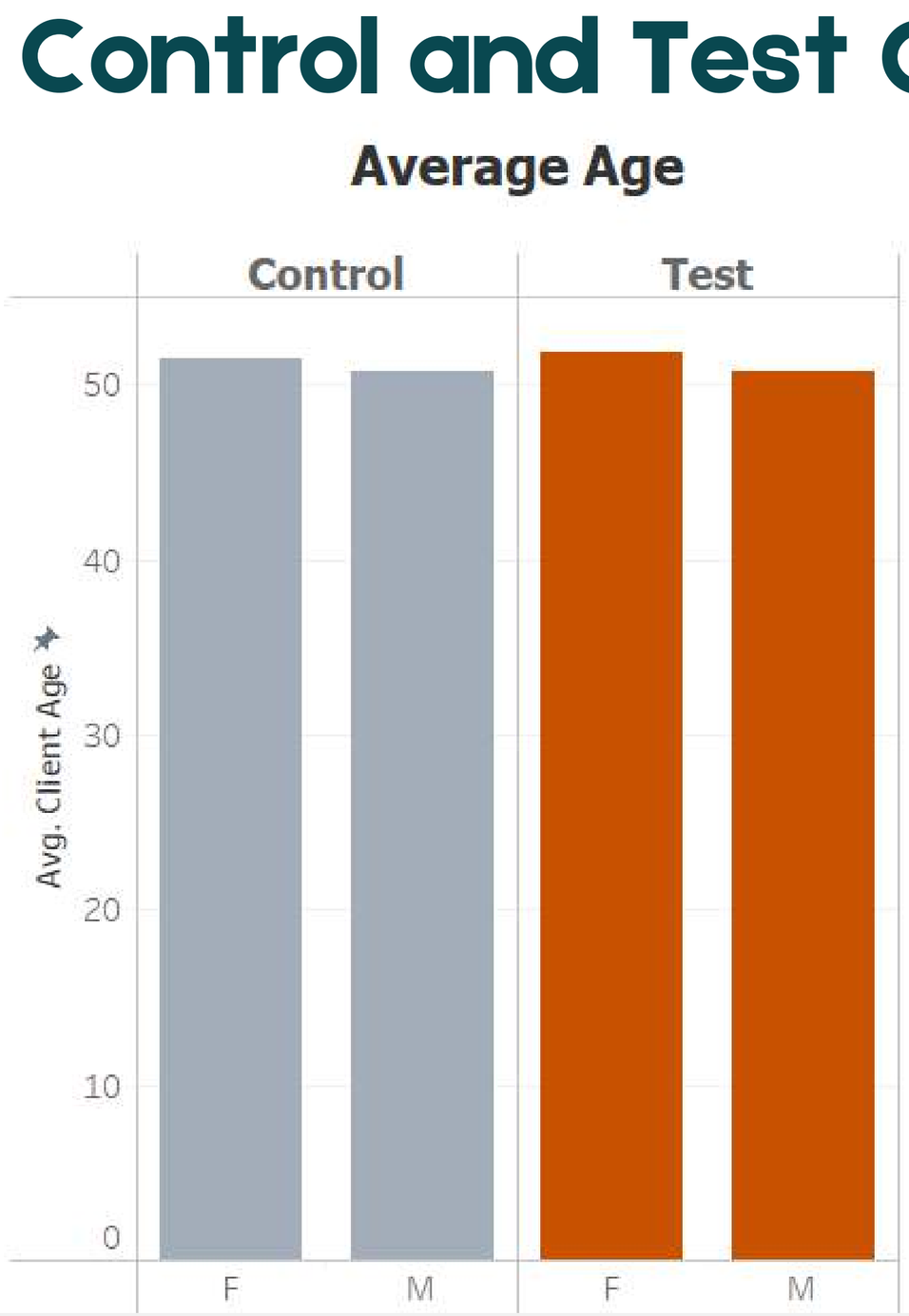
Vanguard is known for its loyal clients and we are prepared to provide a better experience for our clients for a long-lasting relationship! Our web designers are working on enhancing our Website .

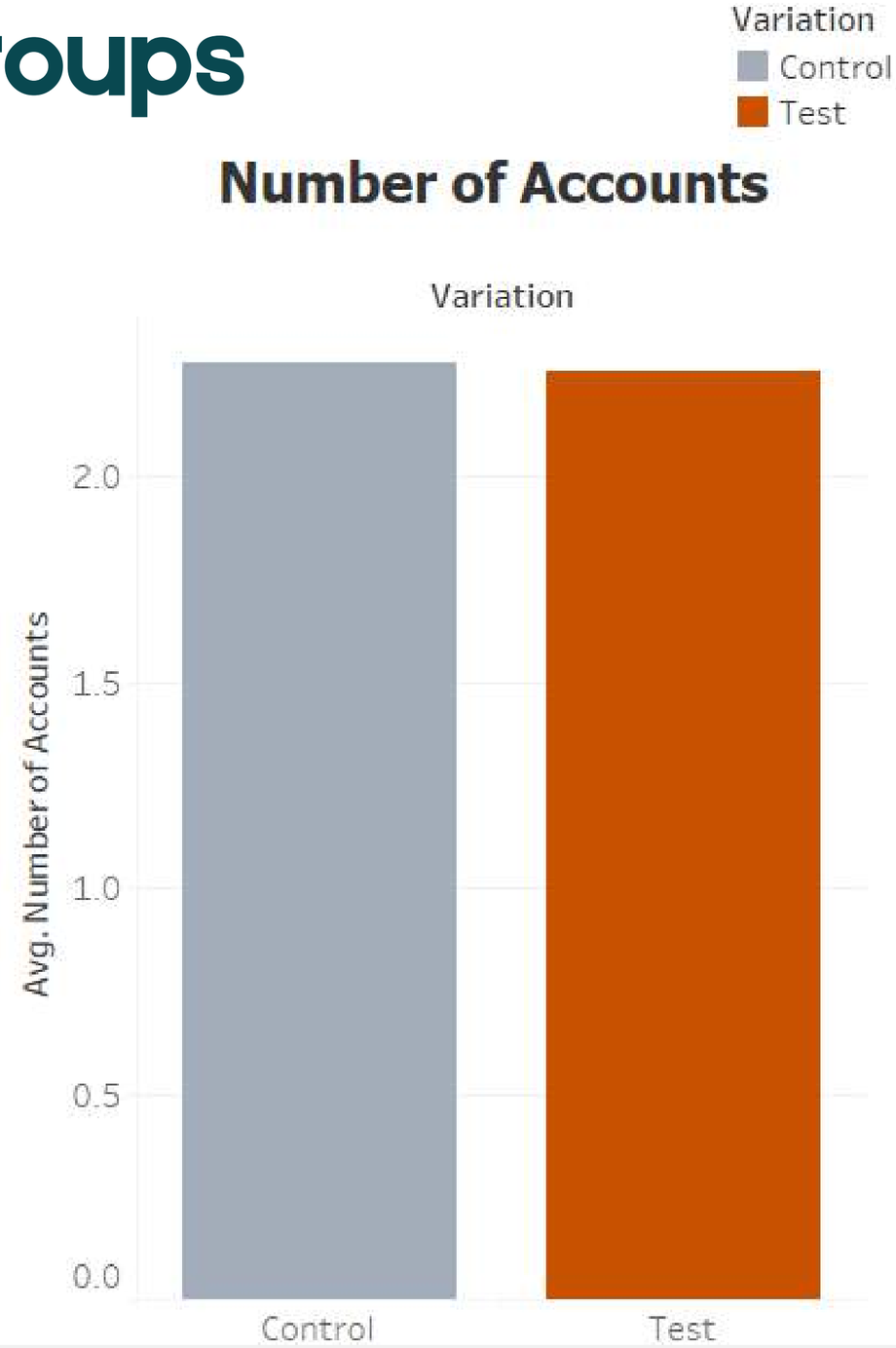
A / B Test on traditional and renewed design

Test and Control Groups were tested nearly 3 months to see if KPI metrics improve in the experiment.

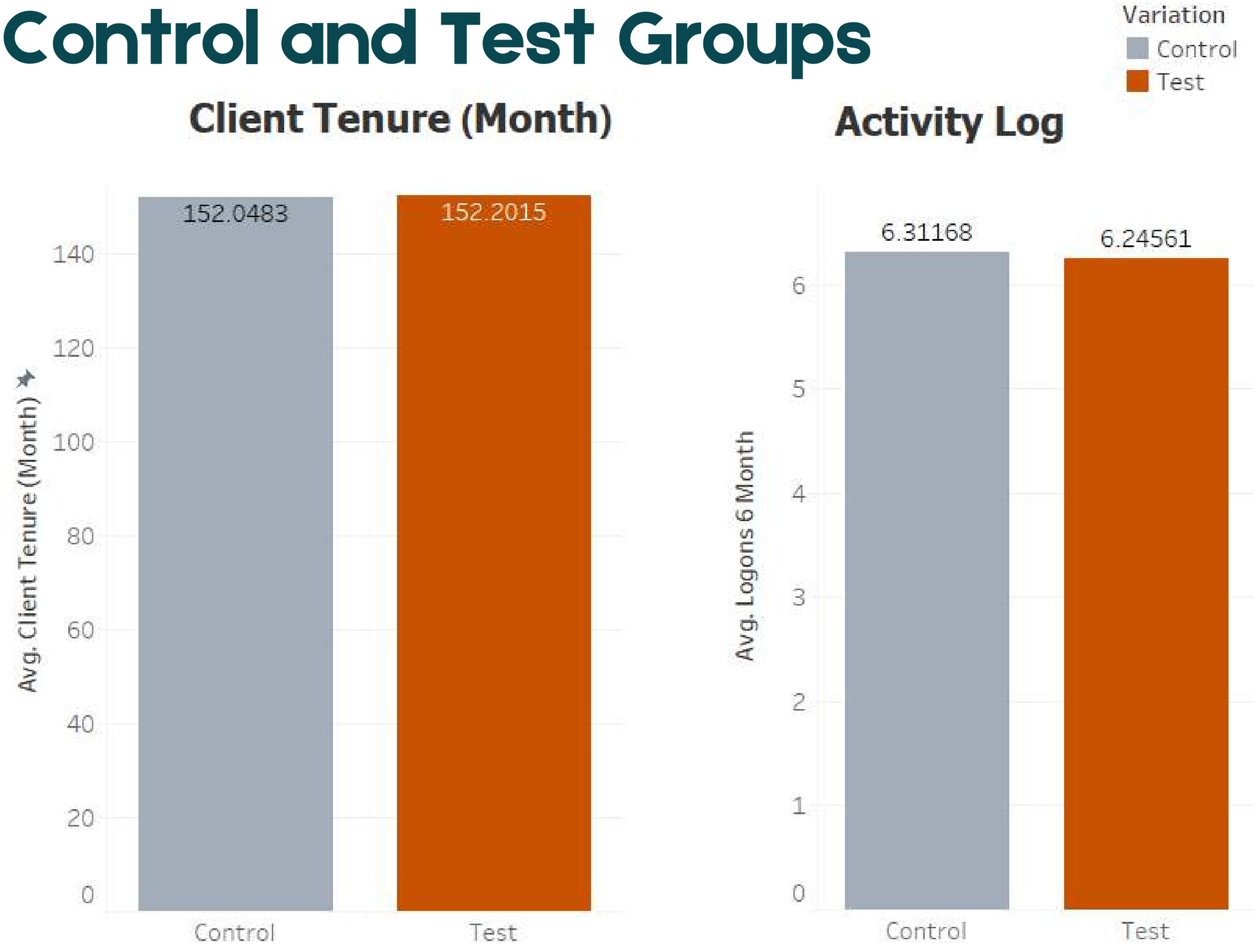
Vanguard®

Control and Test Groups

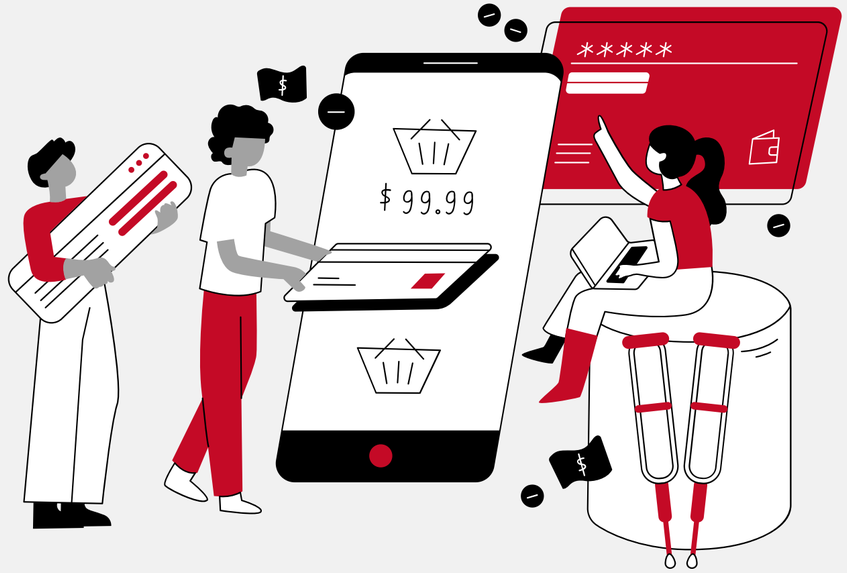




Control and Test Groups



Two-sample T-test

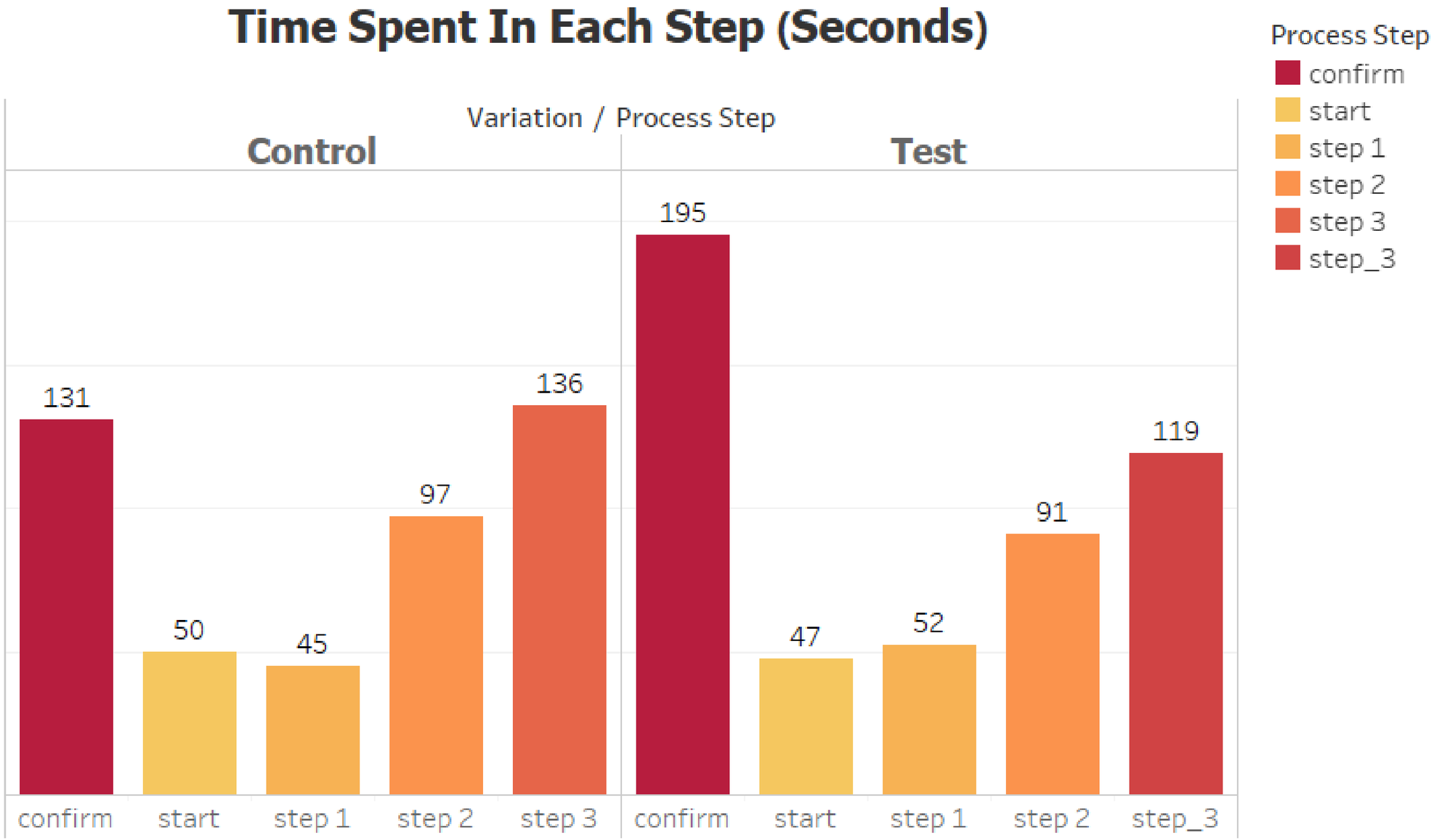


Control Group

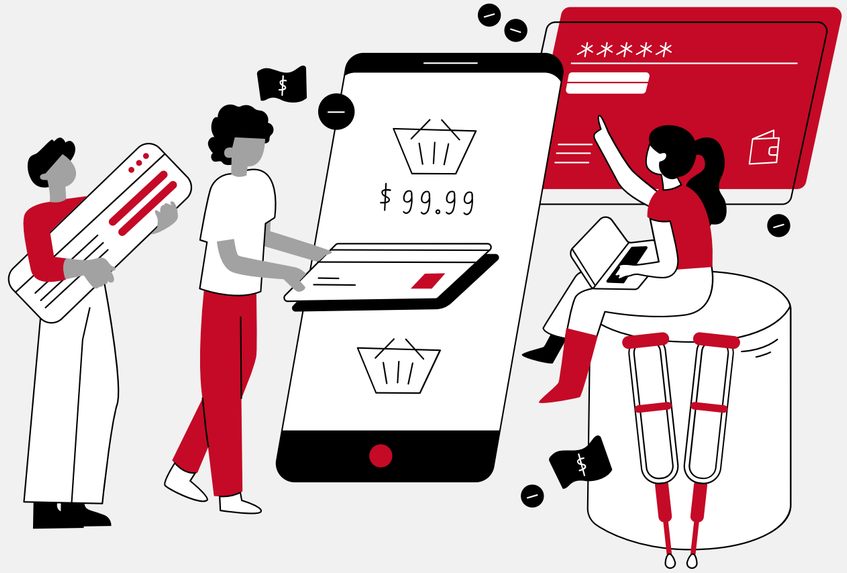
Traditional Design

Test Group

New Design


Time Spent In Each Step (Seconds)
Variation / Process Step
Control
Test
131
50
45
97
136
195
47
52
91
119
confirm
start
step 1
step 2
step 3
confirm
start
step 1
step 2
step_3
Process Step
confirm
start
step 1
step 2
step 3
step_3

Two-sample T-test

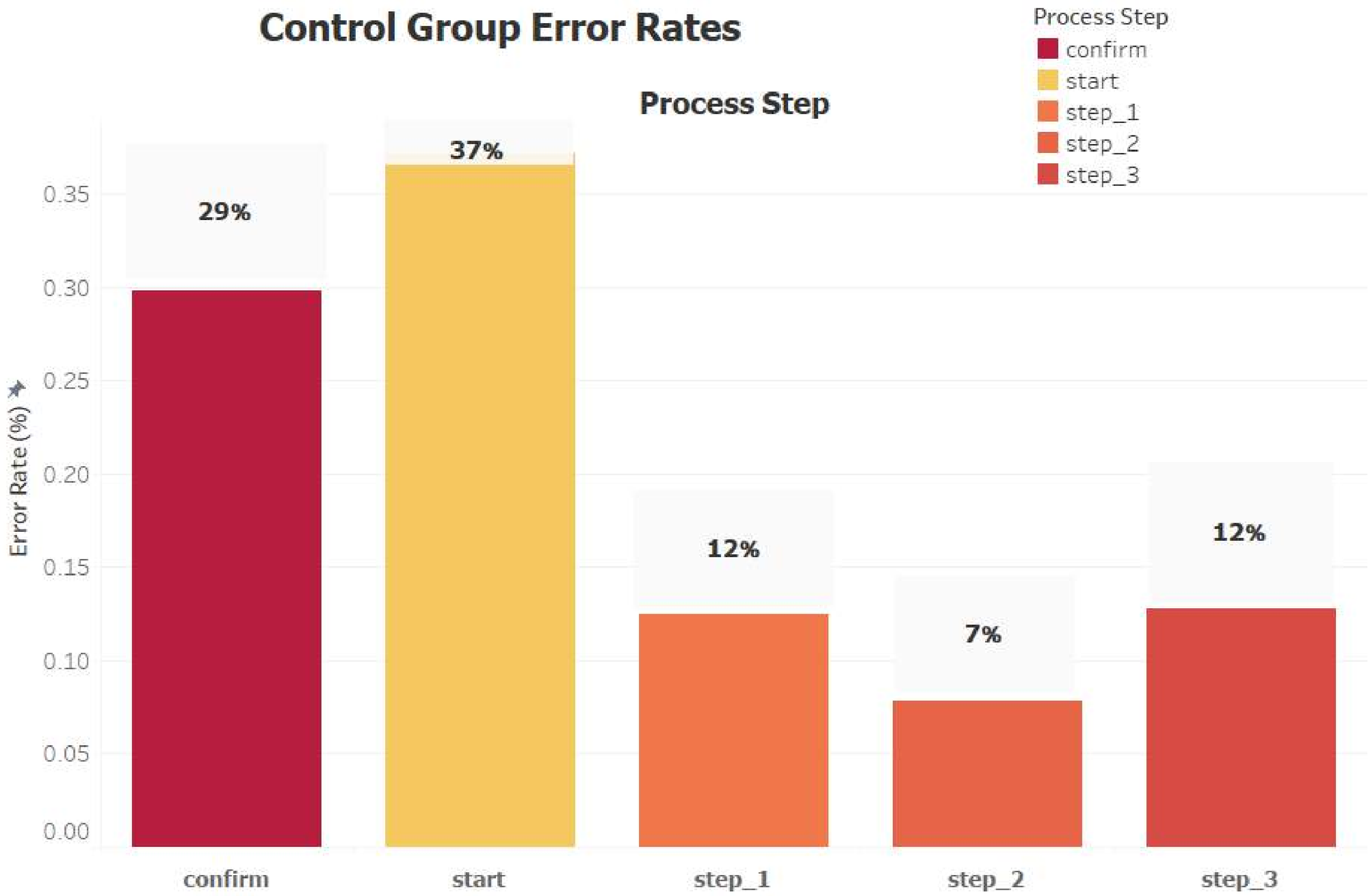


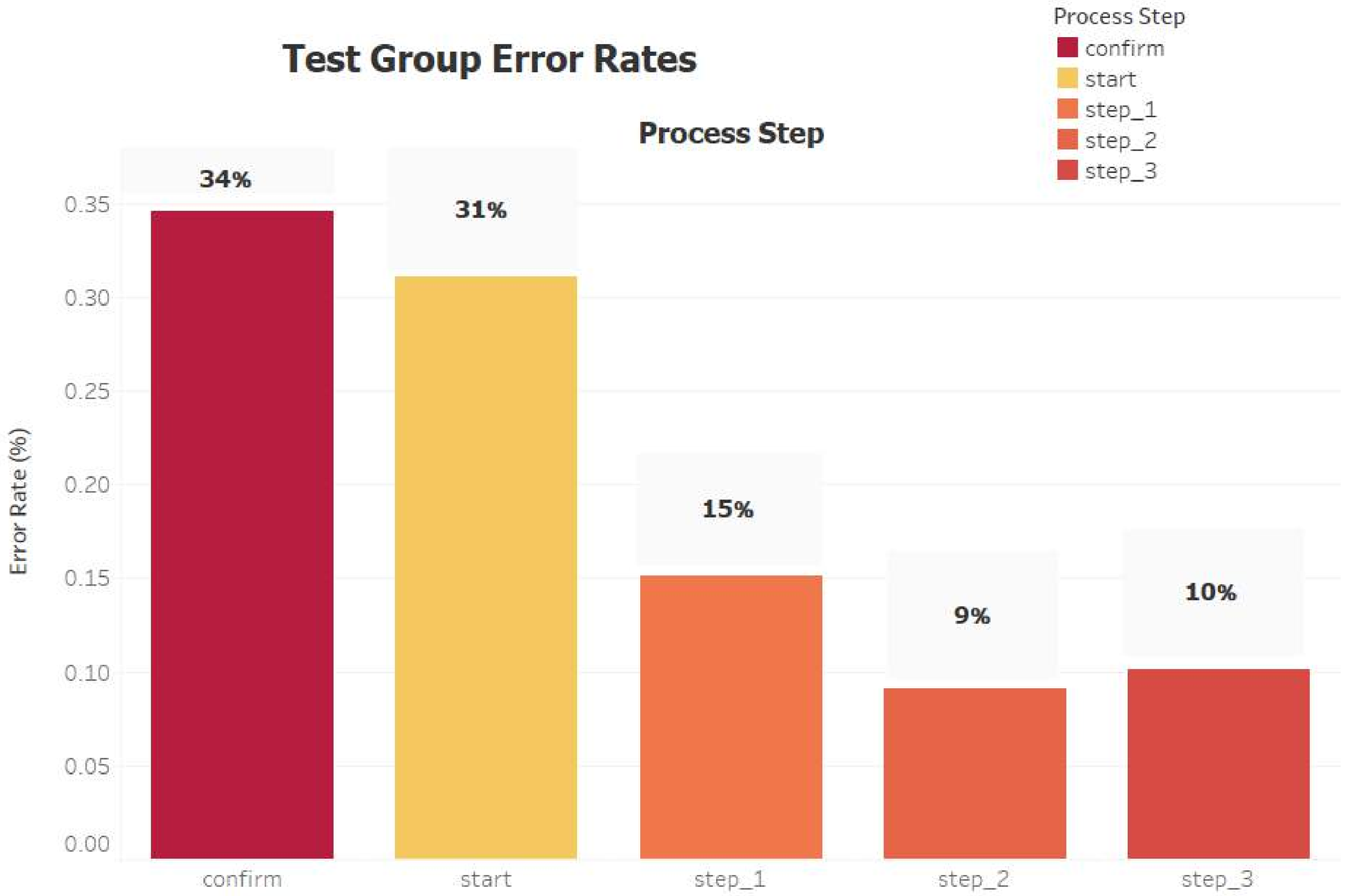
Control Group

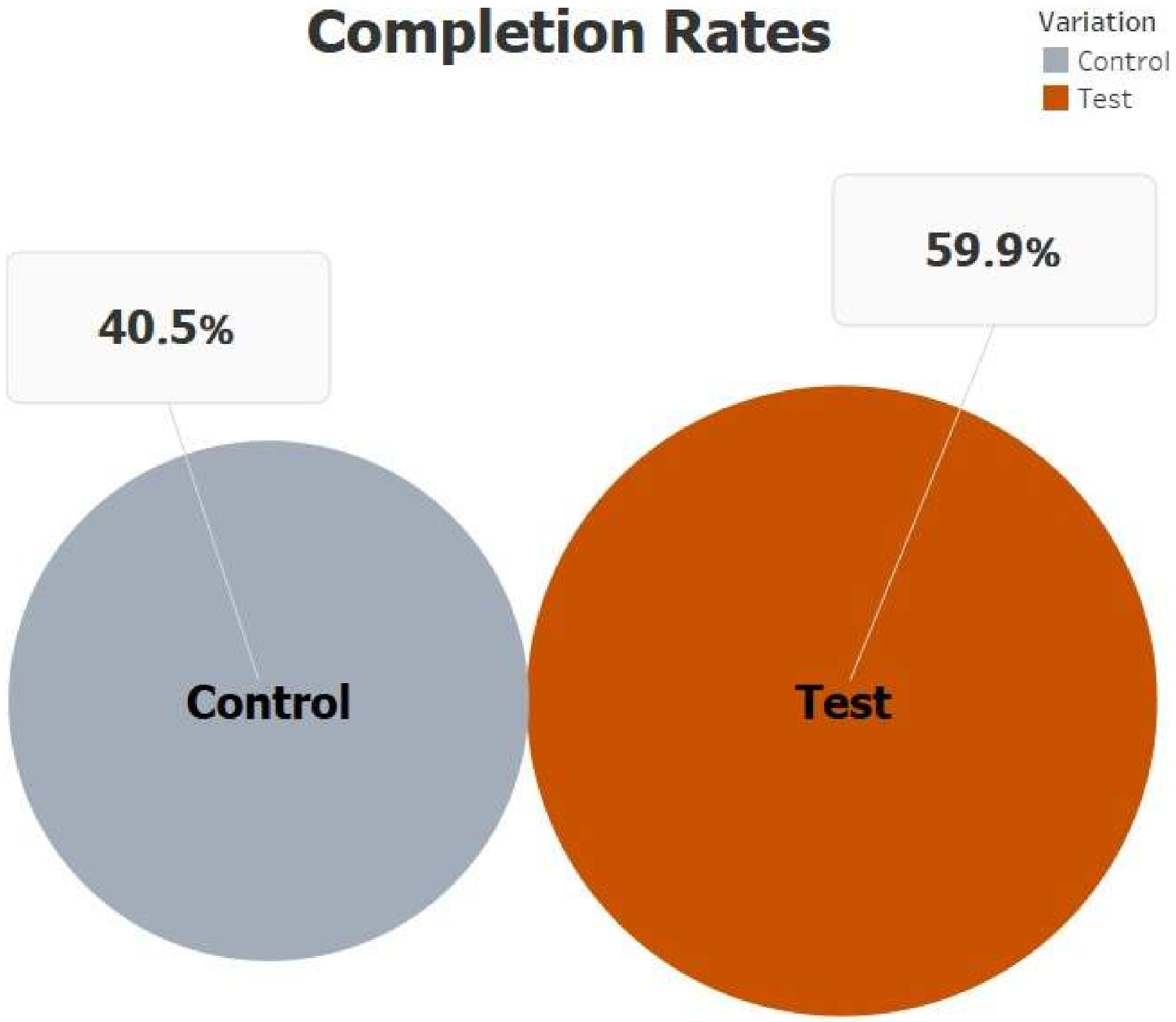
Traditional Design

Test Group

New Design


Control Group Error Rates
Process Step
Process Step
confirm
start
step_1
step_2
step_3
Error Rate (%)
0.35
0.30
0.25
0.20
0.15
0.10
0.05
0.00
29%
37%
12%
7%
12%
confirm
start
step_1
step_2
step_3


Test Group Error Rates
Process Step
Process Step
confirm
start
step_1
step_2
step_3
Error Rate (%)
0.35
0.30
0.25
0.20
0.15
0.10
0.05
0.00
34%
31%
15%
9%
10%
confirm
start
step_1
step_2
step_3


Completion Rates
Variation
Control
Test
40.5%
59.9%
Control
Test

Successfull design

Operating Activities

Present with ease and wow any audience with Canva Presentations.

Complete experience

Investing Activities

(+25% from last period)

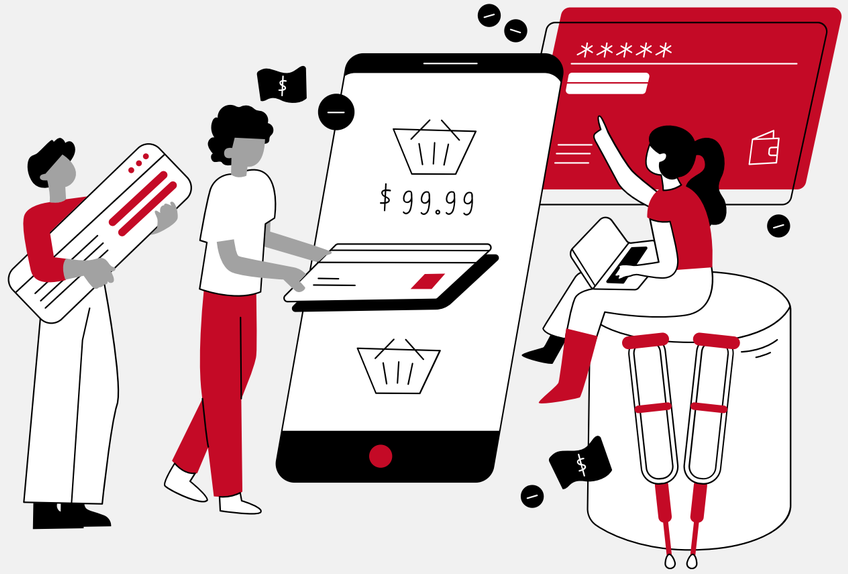
Present with ease and wow any audience with Canva Presentations.

Financing Activities

(+25% from last period)

Present with ease and wow any audience with Canva Presentations.

Conclusions



$123,456

Operating Activities

(+25% from last period)

Present with ease and wow any audience with Canva Presentations.

$123,456

Investing Activities

(+25% from last period)

Present with ease and wow any audience with Canva Presentations.

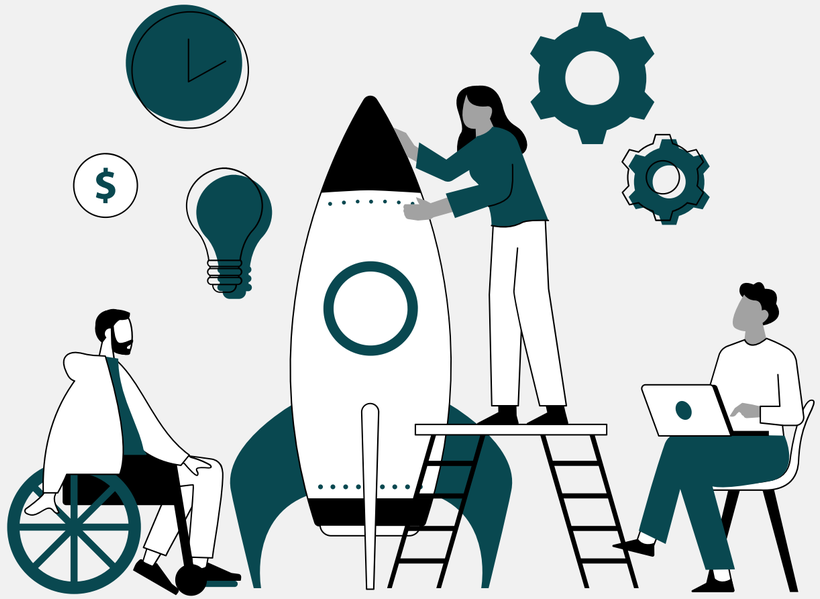
$123,456

Financing Activities

(+25% from last period)

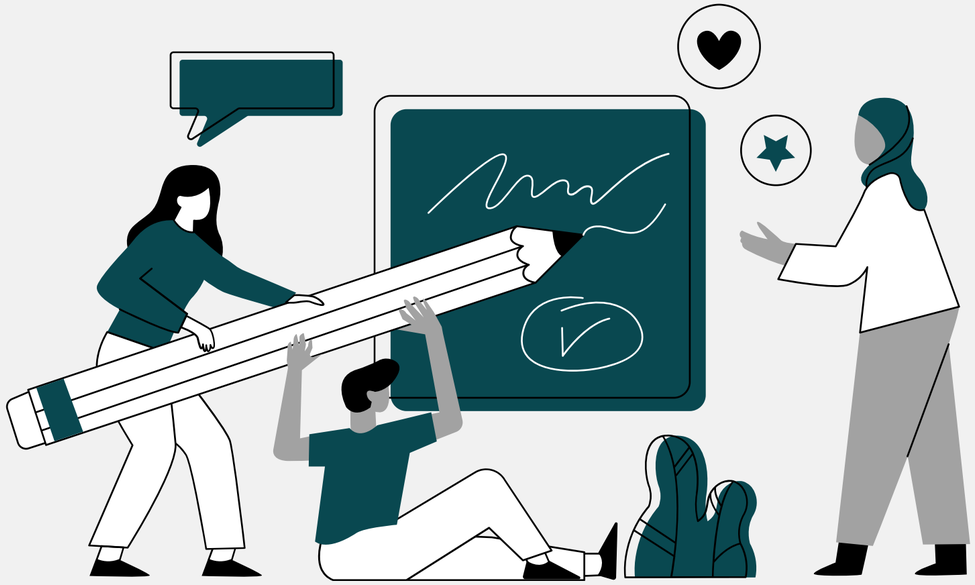
Present with ease and wow any audience with Canva Presentations.

Room for improvement!



Do you have any questions?

Contact us anytime!



Phone Number

123-456-7890

Email Address

hello@reallygreatsite.com

Website

www.reallygreatsite.com