

Improving lead conversions at Ubisoft

During my 3 month internship, our team worked with Ubisoft on their product pages to combat high rates of page abandonments.

Role: Product Design Intern on a team of 1 product manager 2 designers and 2 engineers.

Result: Redesigned product page saw a jump in conversions by 12%



UBISOFT

Background

Ubisoft Entertainment is a French video game publisher, headquartered in Paris, France. Ubisoft is known for publishing acclaimed video game franchises like Assassin's Creed, Just Dance, Far Cry and more. Ubisoft's games can be bought from the Playstation store, the Xbox store or from the Ubisoft's website.

Objective

For Ubisoft, the improvement in generation of leads and conversions that happen on the Buy Now page of their website was a key performance indicator when it came to user experience. The process began by studying the existing page to create a hypothesis that could be tested. The stated objective was to improve lead generation for the game on the buy now page.

Problem

Game titles listed on Ubisoft's website were facing a high rate of page abandonment compared to the same titles on the Playstation and Xbox store. On an average, 19% of users who browsed a game title on a console store added it to their cart, while this was a mere 8% on their website.

Ubisoft wanted to optimize their conversions and do a mini redesign of their game title page.

Current State

Buy For Honor Now!
Now available on PS4, Xbox One & PC

STEP 01
CHOOSE EDITION

STANDARD EDITION | DELUXE EDITION | GOLD EDITION | SEASON PASS | STARTER EDITION

FOR HONOR

CHOOSE YOUR EDITION

	GOLD	DELUXE	STANDARD
• For Honor™ Game	✗	✗	✗
• 3 Unique Helmet Crests	✗	✗	
DELUXE PACK	• Special Execution Sunbeam Effect	✗	✗
	• Deluxe Edition Emblem	✗	✗
	• 7-Day Champion Status	✗	✗
	• 6 All-New Warriors	✗	
	• Early Access to New Content	✗	
SEASON PASS	• Exclusive Sunbeam Emote for All 12 Warriors	✗	
	• 3 Scavenger Crates	✗	
	• Exclusive Emblem	✗	
	• 30-Day Champion Status	✗	

STEP 02
SELECT CONSOLE

PC | PS4 | XBOX ONE

STEP 03
ORDER NOW

PLACE YOUR ORDER

Understanding the problem

To buy a game on Ubisoft's website you had to go through four steps:

1. Search Game
2. Choose a version
3. Choose a console
4. Buy

The task flow to buy a game on console stores was quicker for two reasons.

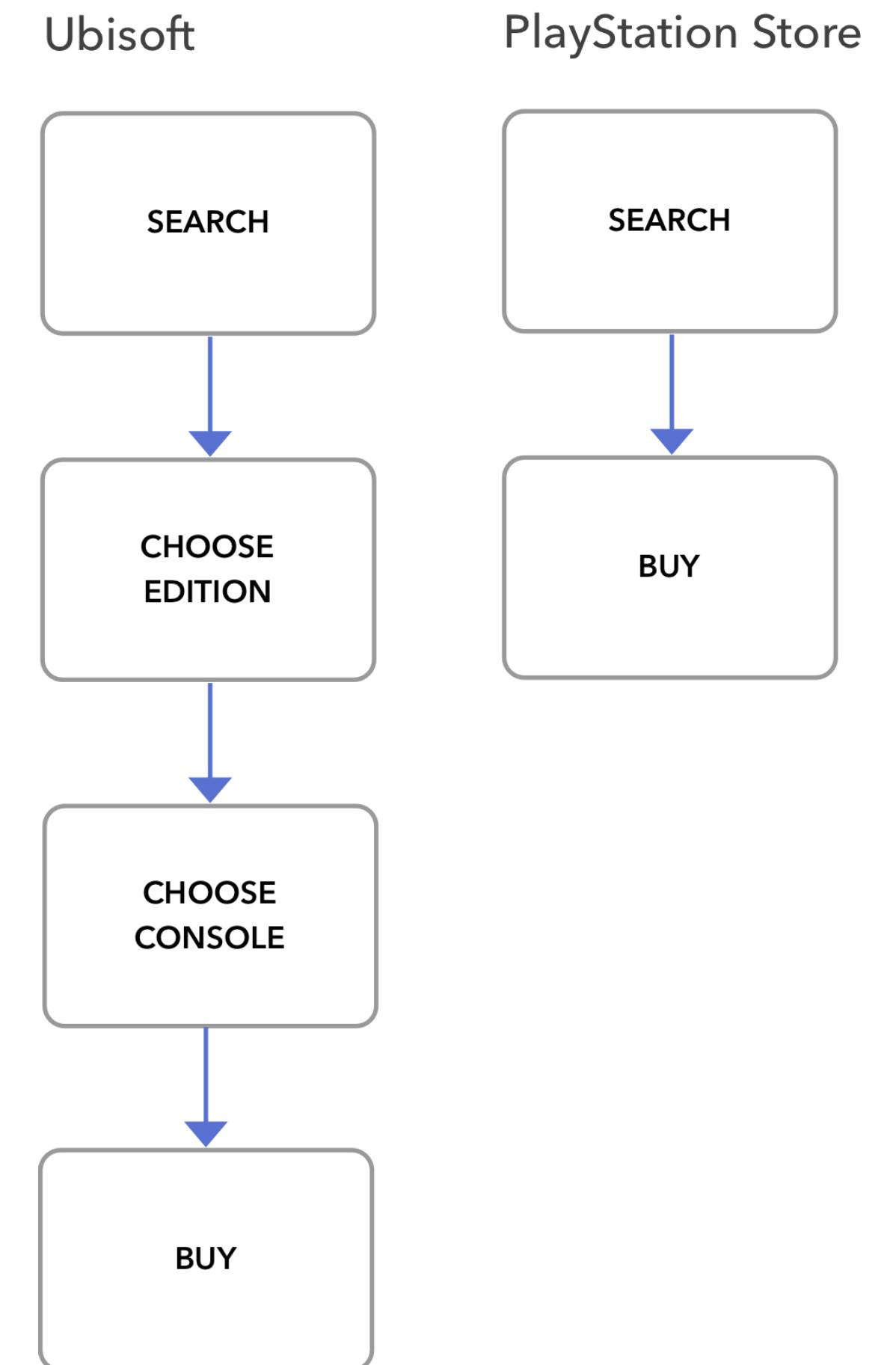
First, the store choose the cheapest game version as the default version.

Second, there was no option to choose a console because these stores sold exclusively for their consoles. For example if you were buying a game for PS4 on the Playstation store your task flow to buy a game would be just two steps.

1. Search Game
2. Buy

This task flow to buy a game on ubisoft's website involved a lot of scrolling and was not intuitive. We formed an early assumption that the placement of the third and the fourth step were not discoverable to a lot of user and was getting ignored by users who did not scroll past the first step.

To define the problem of the current game page, We ran heatmaps and an exit survey on the page to see where users were dropping off. We learned that poor scannability combined with a poor explanation of differences between the 4 versions of the game pass were confusing users.



Goals

1. Get more visitors to add the game to their cart.
2. Improve scannability and explain different packages of the game pass.

Ideation

After meeting with multiple designers at Ubisoft to understand how design decisions were made and familiarizing myself with their design system, We started to conceptualize different approaches we could take to solve this problem.

Solution

After we collected visitor data using heatmaps, scrollmaps, clickmaps and on-page surveys and analyzed the data to build a strong hypothesis for testing. The hypothesis was to reduce the up and down scroll and simplify the entire buying process.

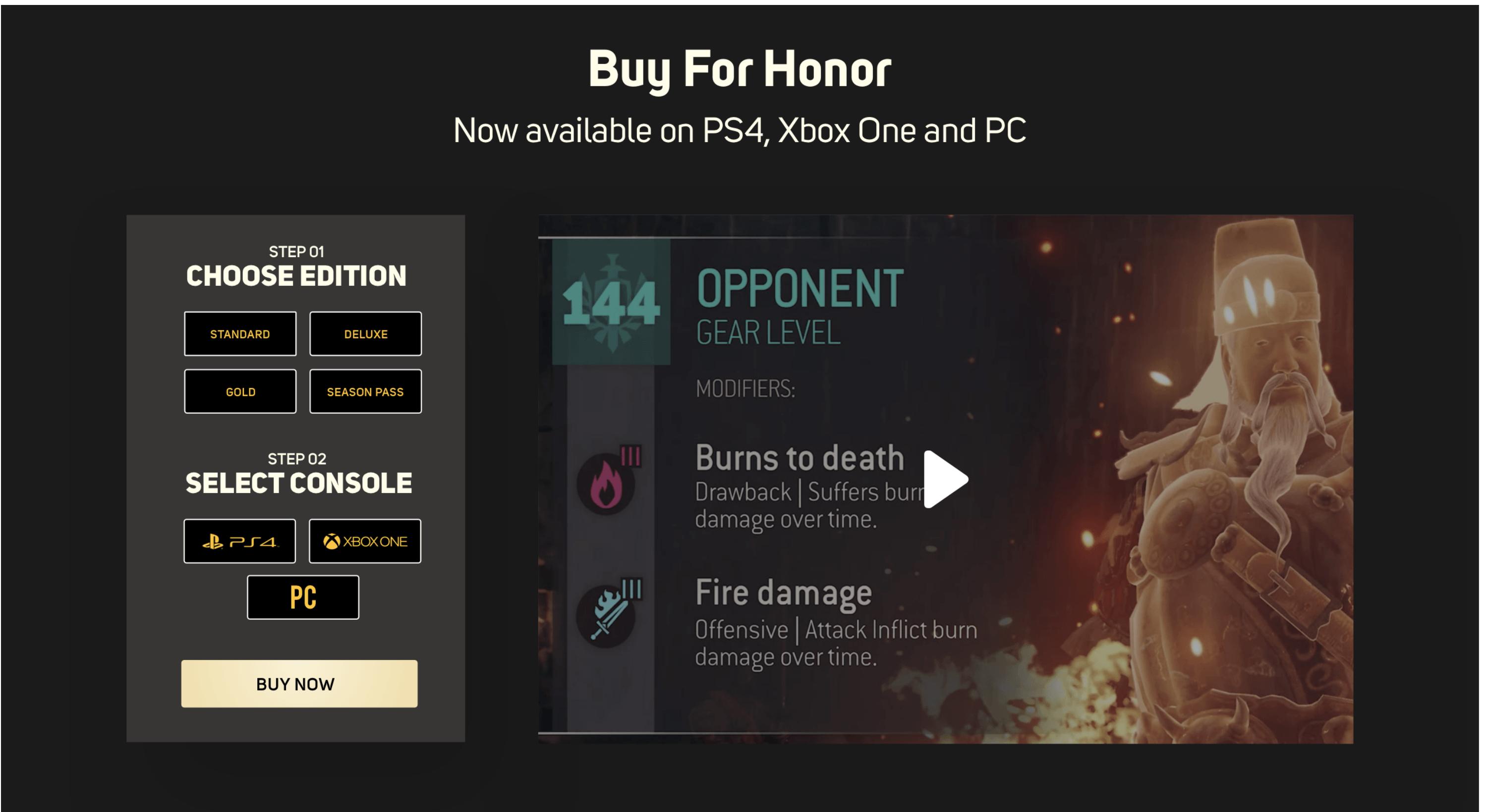
Version 1 : CTA + Video

Pros:

1. Video trailer captures user's attention
2. CTA is above the fold decreasing friction in the task flow

Cons:

1. User has to watch the video to know the difference between different game versions
2. New video needs to be made



Version 2 : CTA + Chart

Pros:

1. Quick glanceable information on different game versions
2. CTA is above the fold decreasing friction in the task flow
3. Low engineering cost

Cons:

1. No detailed explanation on different versions of the game
2. No video - user doesn't know about the gameplay

Buy For Honor

Now available on PS4, Xbox One and PC

STEP 01
CHOOSE EDITION

STANDARD **DELUXE**
GOLD **SEASON PASS**

STEP 02
SELECT CONSOLE

PS4 **XBOXONE**
PC

BUY NOW

	FOR HONOR STANDARD EDITION	FOR HONOR MARCHING FIRE™ EDITION	MARCHING FIRE EXPANSION	FOR HONOR YEAR 1: HEROES BUNDLE
FOR HONOR® GAME	✗	✗		
STORY MODE	✗	✗		
7 MULTIPLAYER MODES + ALL MAPS	✗	✗		
12 ORIGINAL HEROES	✗	✗		
INSTANT ACCESS TO 6 YEAR 1 HEROES*				✗
INSTANT ACCESS TO 4 NEW WU LIN HEROES†		✗	✗	
PVE ARCADE MODE		✗	✗	
PVP BREACH CASTLE SIEGE MODE	✗	✗	✗	
GRAPHICAL ENHANCEMENTS AND NEW FEATURES	✗	✗	✗	

*Each Hero is Unlockable with In-game Currency †Includes 2 Weeks Exclusive Access

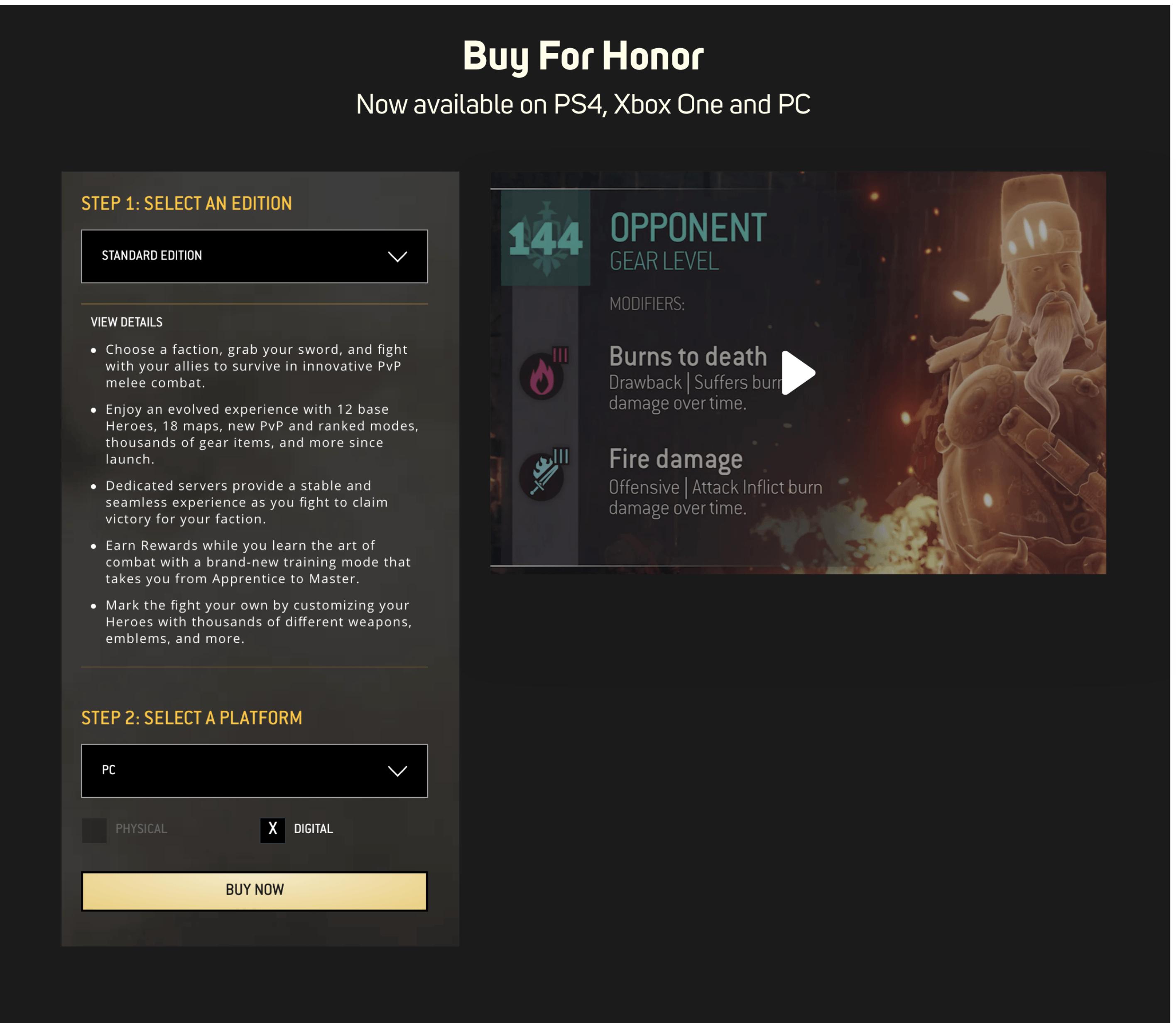
Version 3 : Detailed View + Video

Pros:

1. Detailed explanation about each game version
 2. Video captures user's attention

Cons:

1. Detailed explanation might be too busy, user might not follow through
 2. No quick information available on different versions of game
 3. CTA to buy the game is below the fold adding friction to the task flow
 4. New video needs to be produced



Version 4 : Detailed View + Chart

Pros:

1. Detailed explanation about each game version
2. Quick glanceable information about each game versions
3. Comparatively low engineering cost

Cons:

1. Detailed explanation might be too busy, user might not follow through
2. CTA to buy the game is below the fold adding friction to the task flow

Buy For Honor

Now available on PS4, Xbox One and PC

STEP 1: SELECT AN EDITION

STANDARD EDITION

VIEW DETAILS

- Choose a faction, grab your sword, and fight with your allies to survive in innovative PvP melee combat.
- Enjoy an evolved experience with 12 base Heroes, 18 maps, new PvP and ranked modes, thousands of gear items, and more since launch.
- Dedicated servers provide a stable and seamless experience as you fight to claim victory for your faction.
- Earn Rewards while you learn the art of combat with a brand-new training mode that takes you from Apprentice to Master.
- Mark the fight your own by customizing your Heroes with thousands of different weapons, emblems, and more.

STEP 2: SELECT A PLATFORM

PC

PHYSICAL X DIGITAL

BUY NOW

FOR HONOR

CHOOSE YOUR EDITION

	FOR HONOR STANDARD EDITION	FOR HONOR MARCHING FIRE™ EDITION	MARCHING FIRE EXPANSION	FOR HONOR YEAR 1: HEROES BUNDLE
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STORY MODE	✗	✗		
7 MULTIPLAYER MODES + ALL MAPS	✗	✗		
12 ORIGINAL HEROES	✗	✗		
INSTANT ACCESS TO 6 YEAR 1 HEROES*				✗
INSTANT ACCESS TO 4 NEW WU LIN HEROES*†		✗	✗	
PVE ARCADE MODE		✗	✗	
PVP BREACH CASTLE SIEGE MODE	✗	✗	✗	
GRAPHICAL ENHANCEMENTS AND NEW FEATURES	✗	✗	✗	

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A/B Testing

An A/B test was run for the month of July 2020, to track conversions on the 4 variations and compare it to the control.

Result

Comparison of the test data between the old and the new layouts demonstrated that version 4 (Detail Tab + Chart) improved the conversion rate by 12% (from 8% to 20% conversions)

Final Design

1. Collapsible Detail Tab

The tab to view details of the game version was made collapsable which would stay hidden in the default position. This meant that until the user was curious enough to know more about the game version, the details would stay off from their path.

2. Expandable Chart

The comparison chart can now be expanded if the user wants to just concentrate on the chart.

BUY NOW

MARCHING FIRE 50% OFF ON PS4

STEP 1: SELECT AN EDITION

STANDARD EDITION ▾

VIEW DETAILS ^

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- Dedicated servers provide a stable and seamless experience as you fight to claim victory for your faction.
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STEP 2: SELECT A PLATFORM

PC ▾

PHYSICAL X DIGITAL

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EXPAND