

OPTIMISING WEBSITE DESIGN AT STRATFORD ACCOUNTING

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STRATFORD ACCOUNTING,UK

Once upon a time, in the bustling financial sector of the United Kingdom, there was a prominent accounting solutions company named Stratford Accounting. With a rich history of innovation and a commitment to providing user-centric solutions, Stratford Accounting knew that its online presence was crucial in the competitive landscape. The company recognised the need to attract and retain customers through its website.

However, there was a challenge. The existing website design, once cutting-edge, had grown outdated and was possibly hindering user interaction. The team at Stratford Accounting faced a complex task: how to enhance user engagement while optimising the sign-up process. It was time to embark on a journey of transformation.

PROJECT FRAMEWORK

The objective was clear - to assess the impact of a new website design on user engagement. Stratford Accounting wanted to focus on three key metrics: Clicks, Sign-ups, and Website Visits. They needed a comprehensive approach to meet this objective.

THE APPROACH

Stratford Accounting assembled a diverse team, including designers, developers, and data analysts, who worked collaboratively on this project. The team knew that the success of this endeavour required a robust methodology.

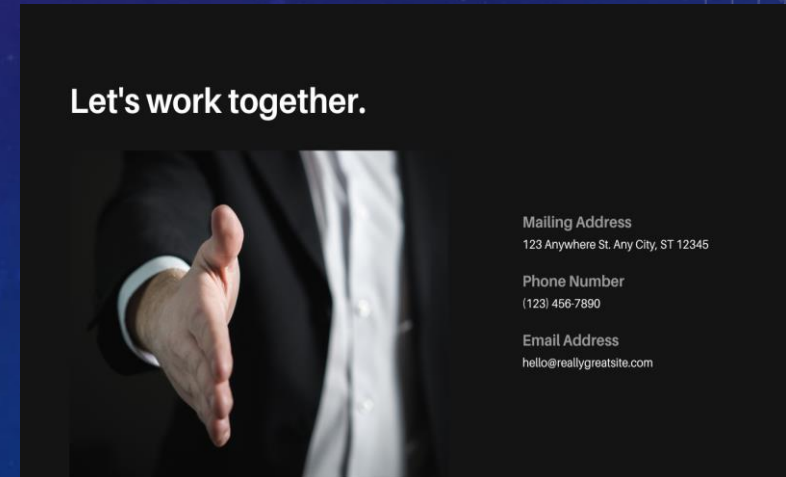
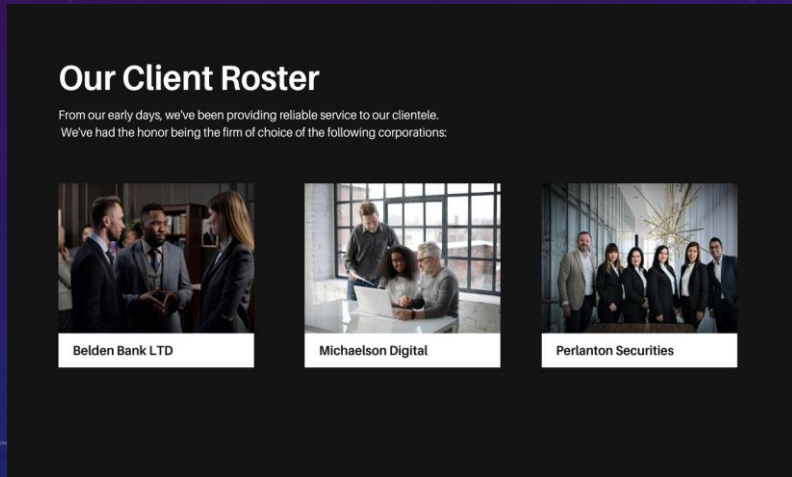
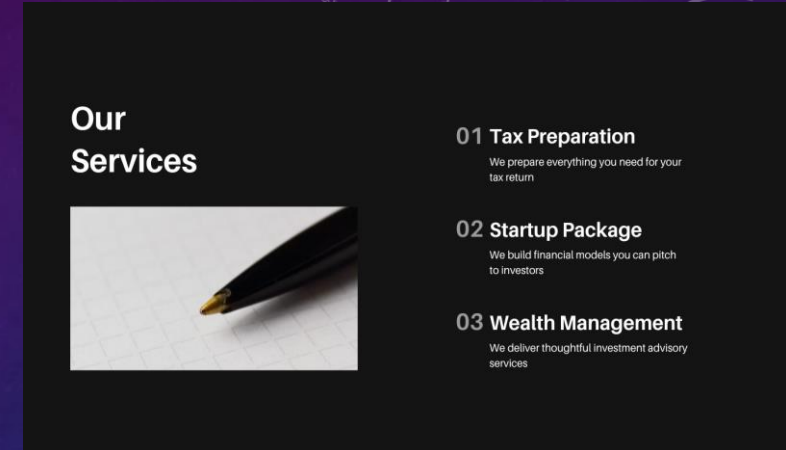
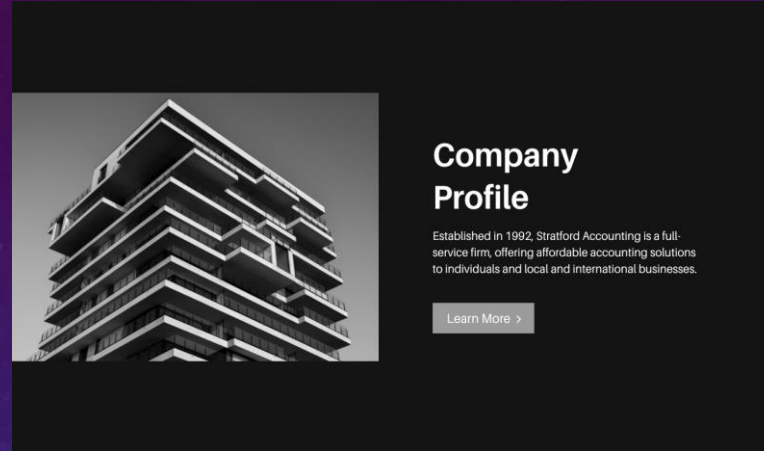
TESTING PROCESS

They decided to conduct an A/B test, where users would be randomly assigned to two groups: Group A and Group B. Group A would experience the existing website design, while Group B would be exposed to the new design. Data on Clicks, Sign-ups, and Website Visits would be collected over a defined testing period.

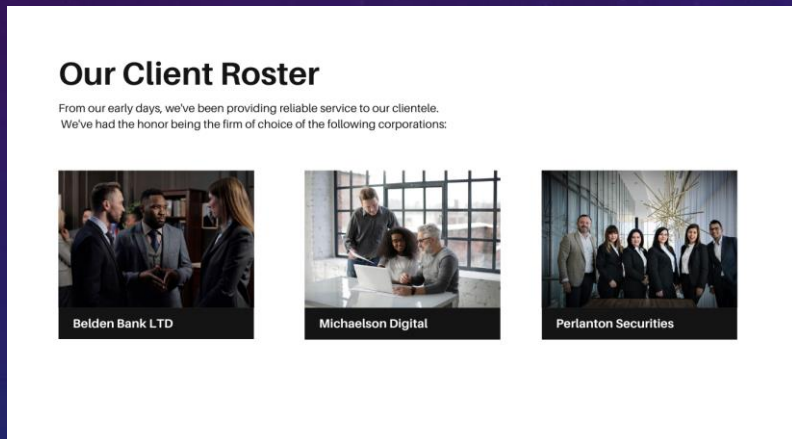
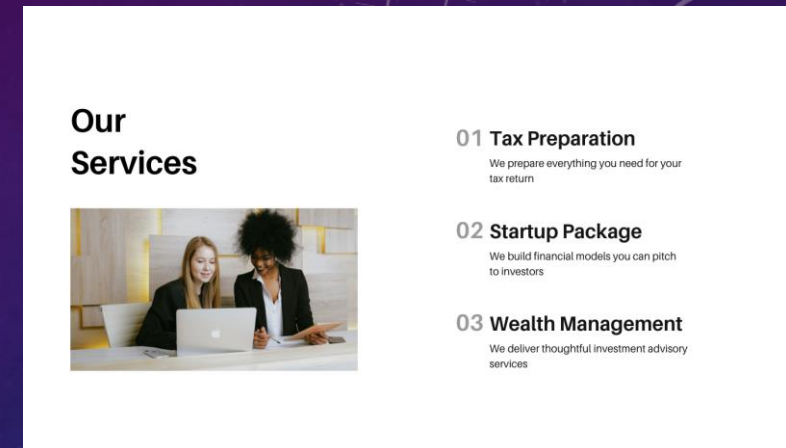
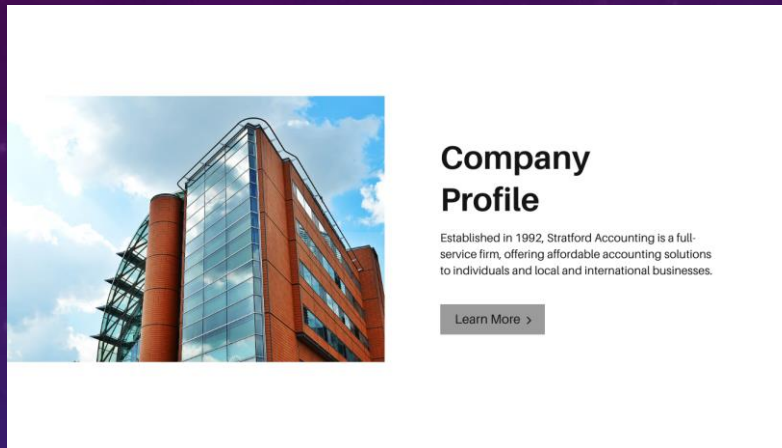
HYPOTHESIS

Hypotheses were carefully formulated to assess the differences between Group A and Group B. Null hypotheses were set to state that there was no difference, while alternative hypotheses suggested that there was a difference.

WEBSITE A

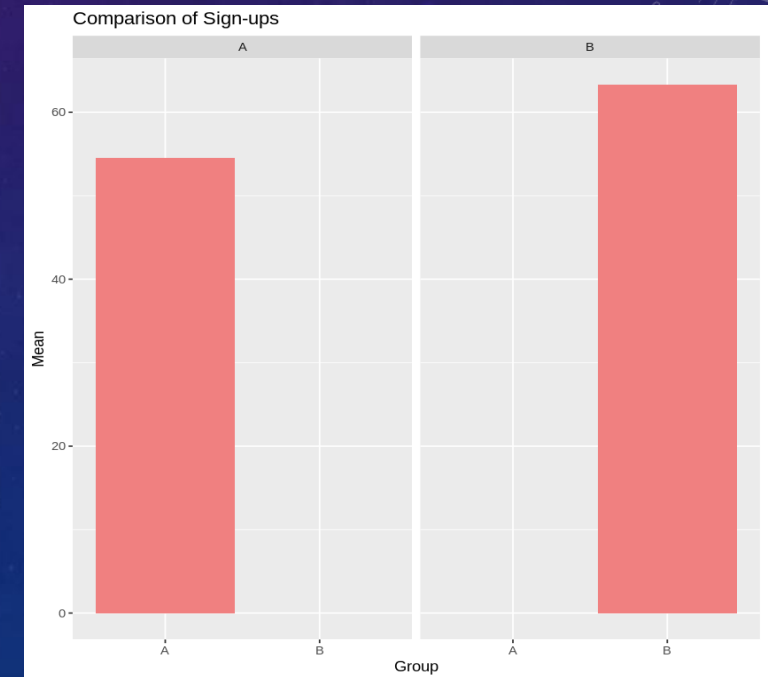
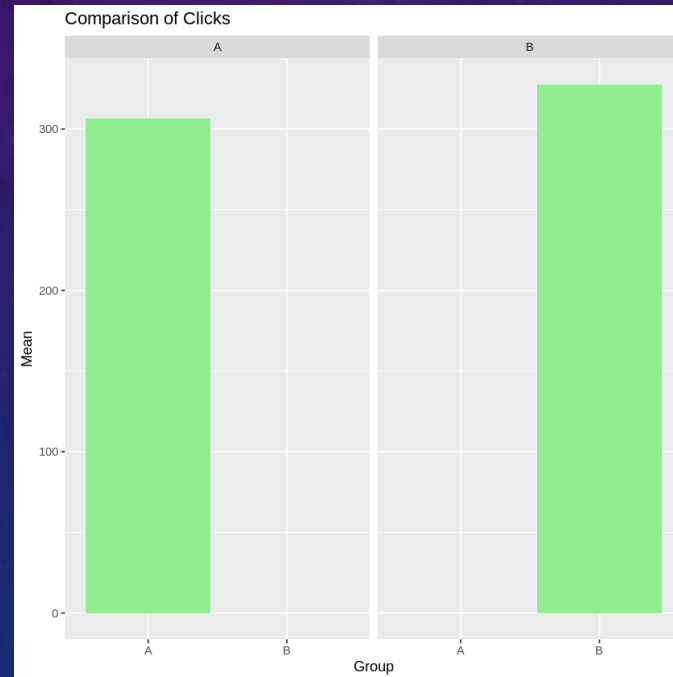
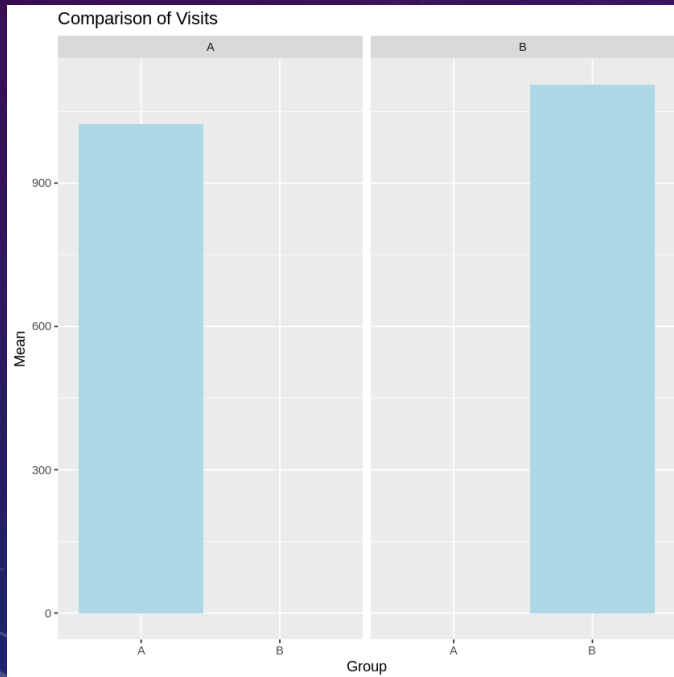


WEBSITE B



RESULTS

As the data poured in, the results were compelling. Group B, the group exposed to the new website design, exhibited significant differences in all three metrics. They had more Visits, more Clicks, and more Sign-ups. It was clear that the changes introduced in Group B were more effective in driving traffic, engaging users, and converting them into sign-ups.



CONCLUSION

Stratford Accounting had found a winning formula for success. The company could now leverage the insights from Group B to enhance its online presence, improve user engagement, and increase conversions. They knew that continuous testing and refinement of user experiences would be essential to stay competitive in the accounting industry.

And so, Stratford Accounting's journey of transformation had come full circle, leading to a brighter future in the world of accounting solutions