

Canvas Category - Mobile

Device & Browser Testing

Objectives

1. Test Photo Book mobile journey
2. Test Canvas mobile journey
3. Test site on a variety of common devices
4. Test site on Safari & Chrome
5. Identify device, browser & usability issues that cause friction
6. Identify where to focus attention in order to increase conversion rate

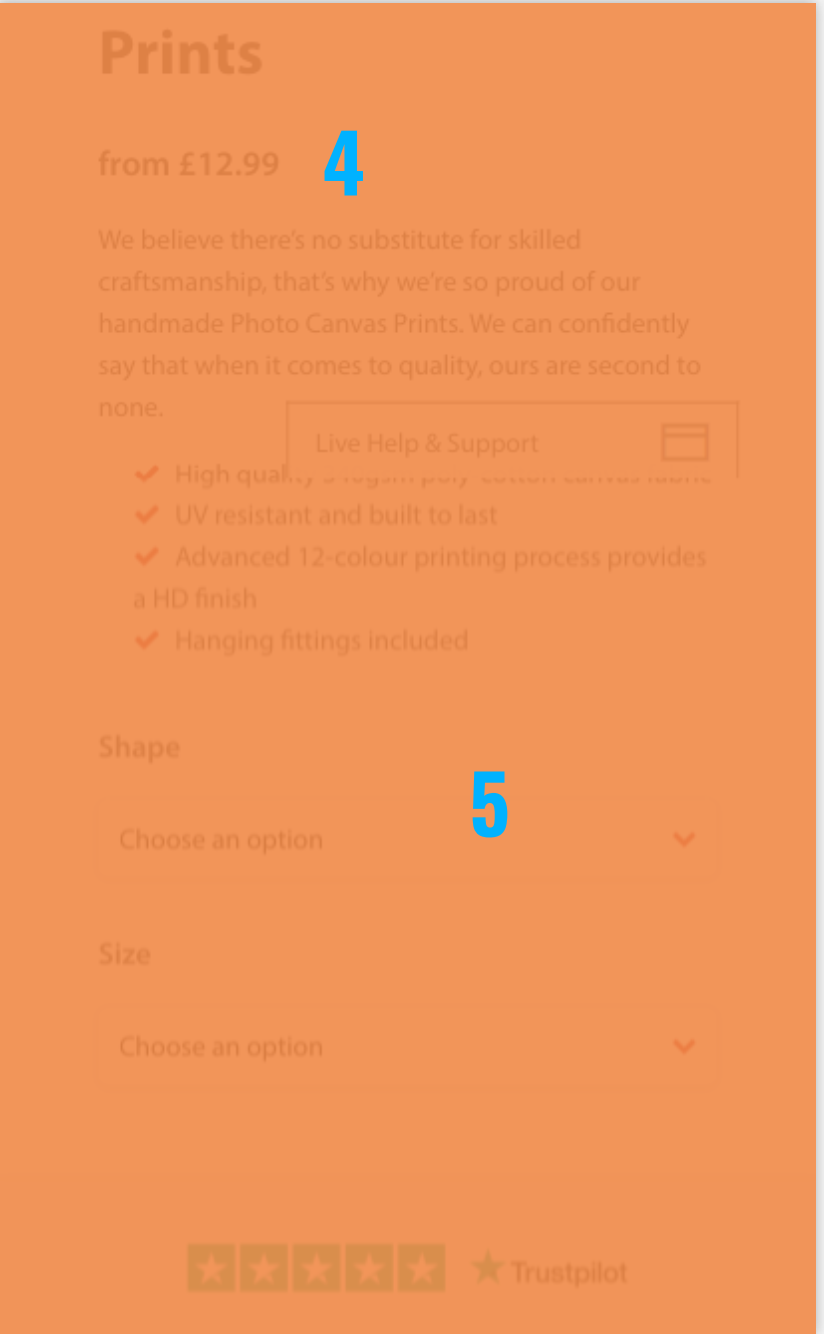
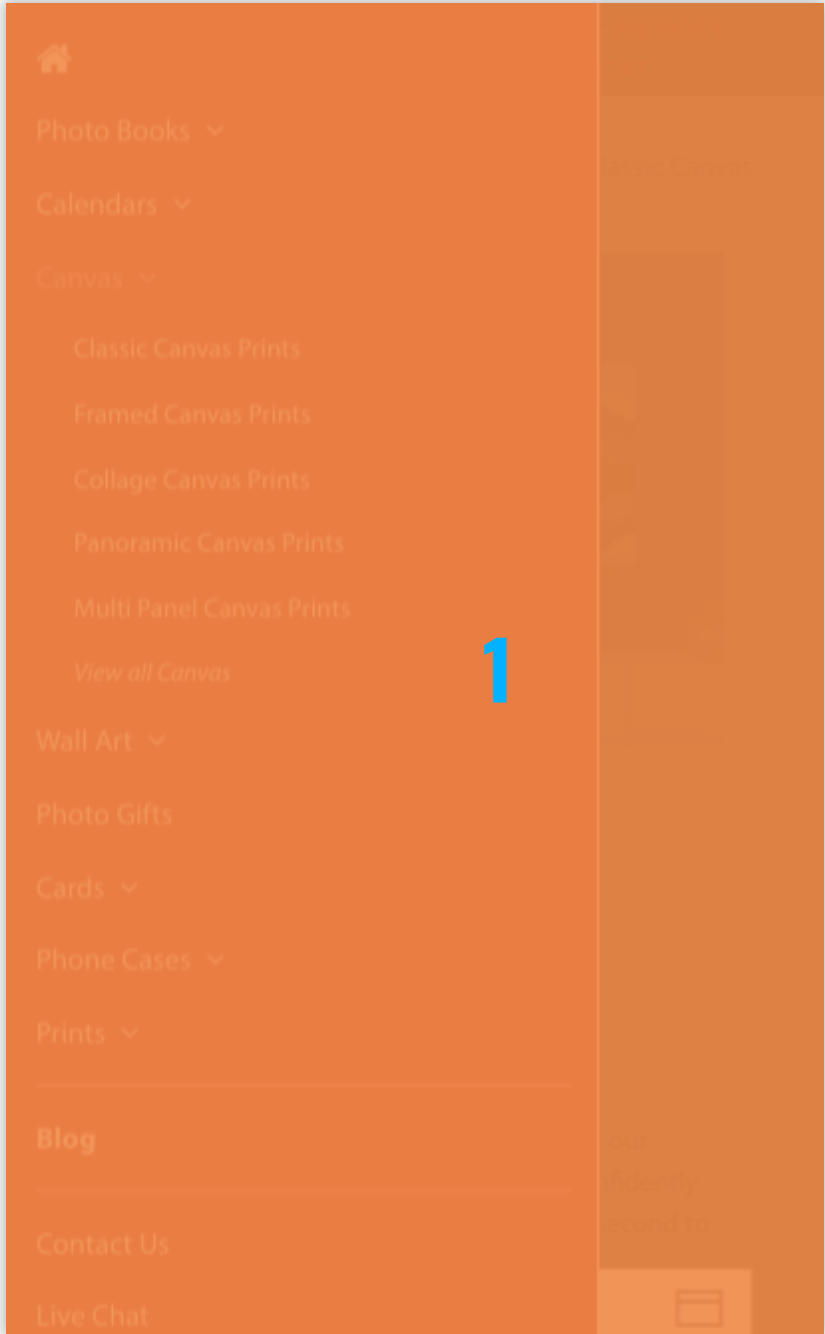
Set-up

- 6 x users
- 1 x note taker
- 4 x iPhones (5s, 6s, X, Xr)
- 2 x Android phones (Samsung J5, Sony Xperia)



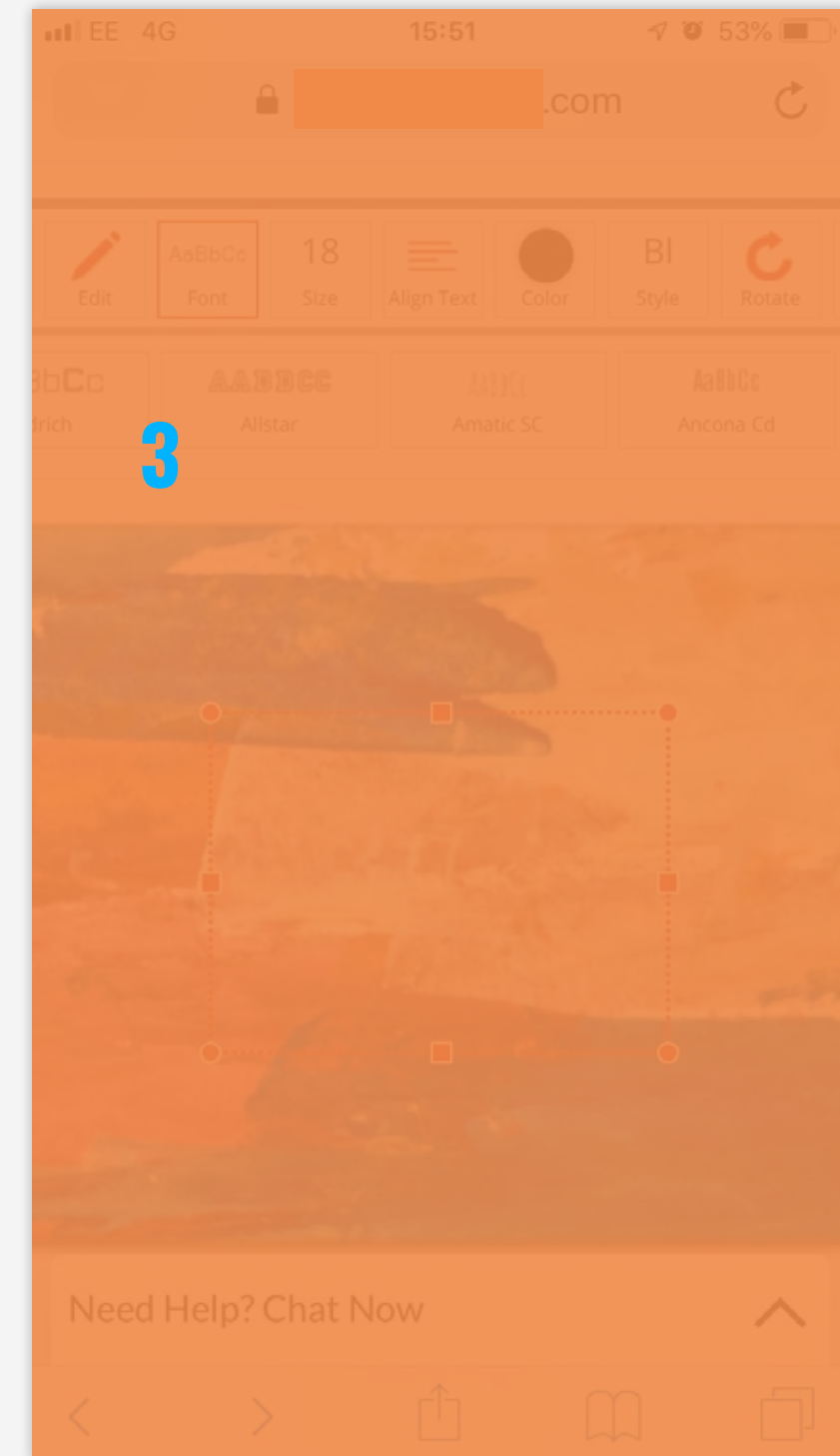
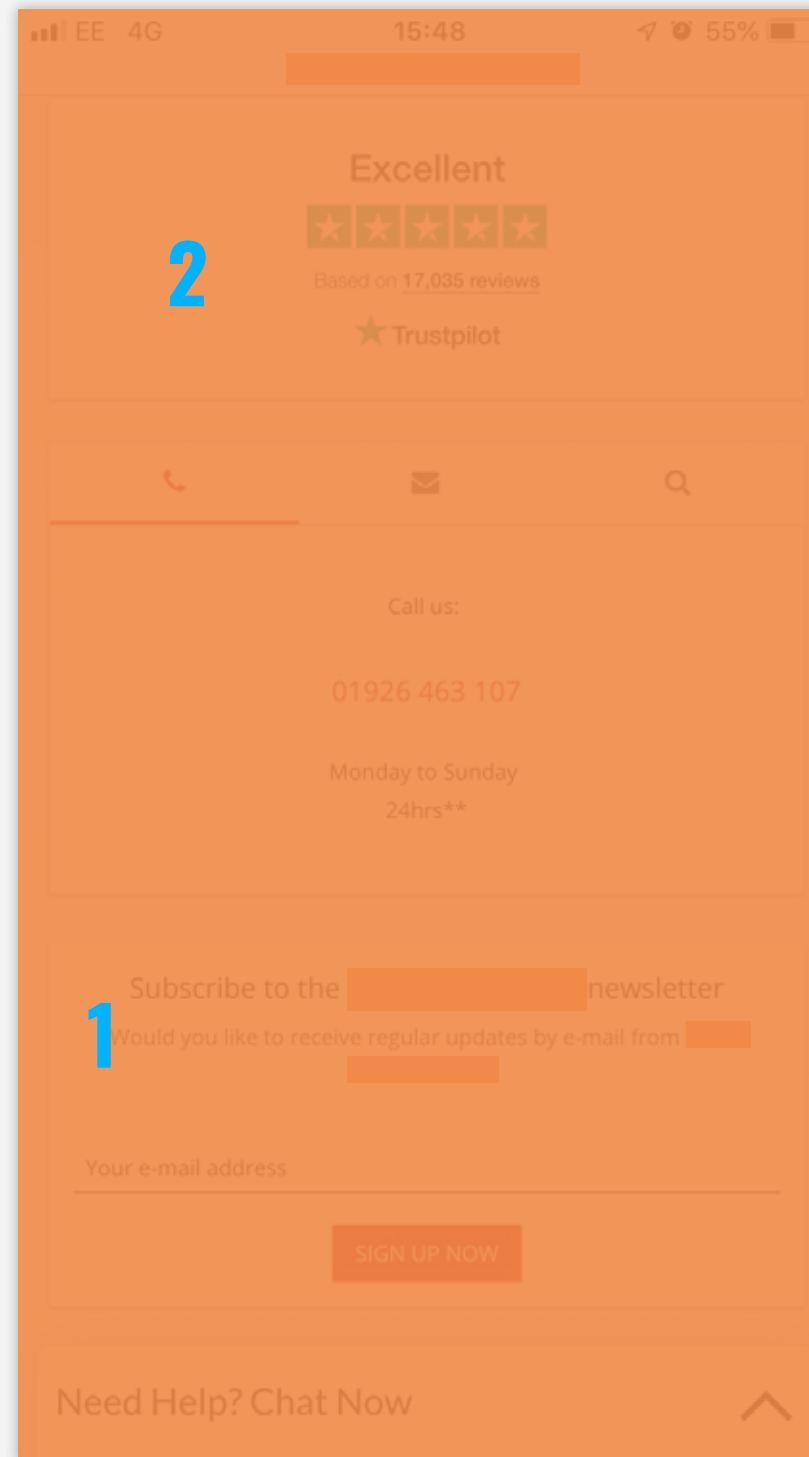
Site issues

- 1. Category page displayed below product page in mobile navigation.
- 2. Too much margin space distacting from impact of imagery.
- 3. Zoom function is gitchy and gallery won't let user see other images.
- 4. Price is displayed above options even though options dictate price. The price could even scroll out of view as user chooses a product.
- 5. Bottom drop-down constrains top drop-down options, making it hard to go back and amend selection.

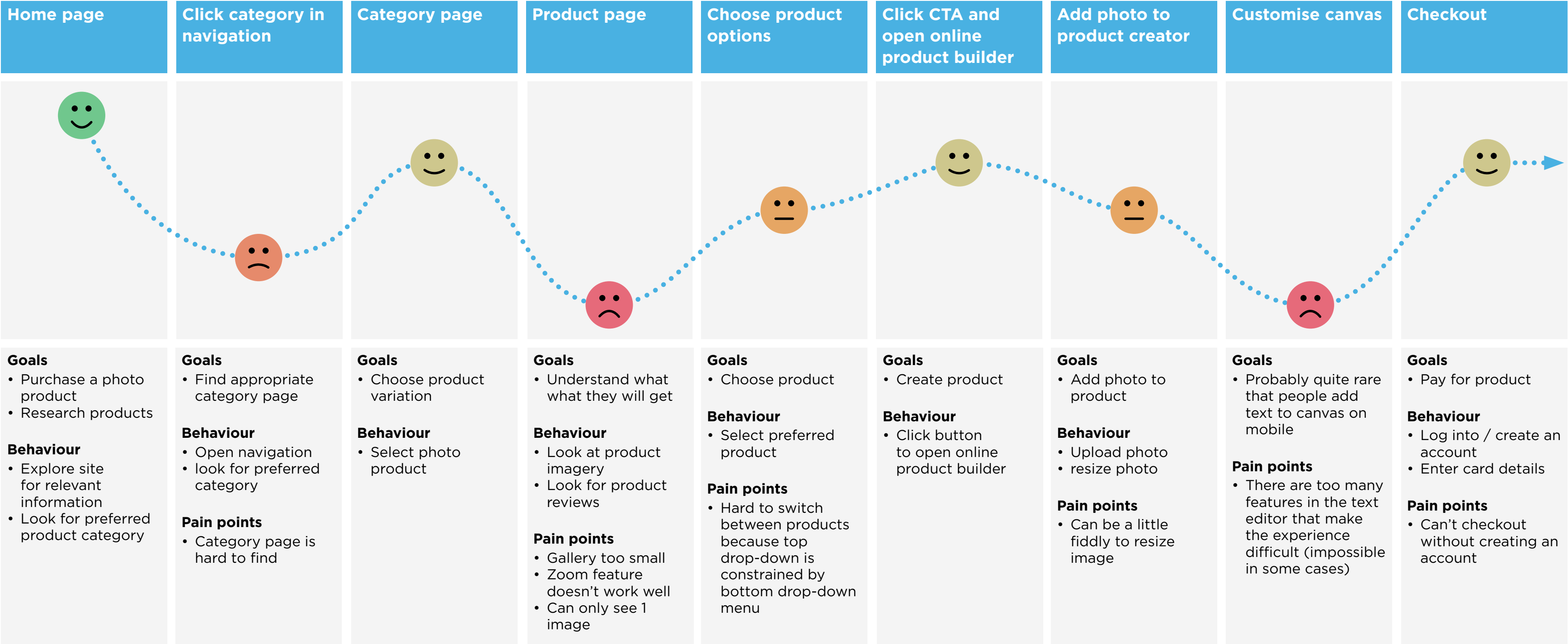


IPS issues

1. Distracting content that shouldn't be included at this point in the journey.
2. Trust should have been built by now - not optimum place to build trust
3. Text editor is very hard to use - impossible to add text on some devices



Customer Journey Map

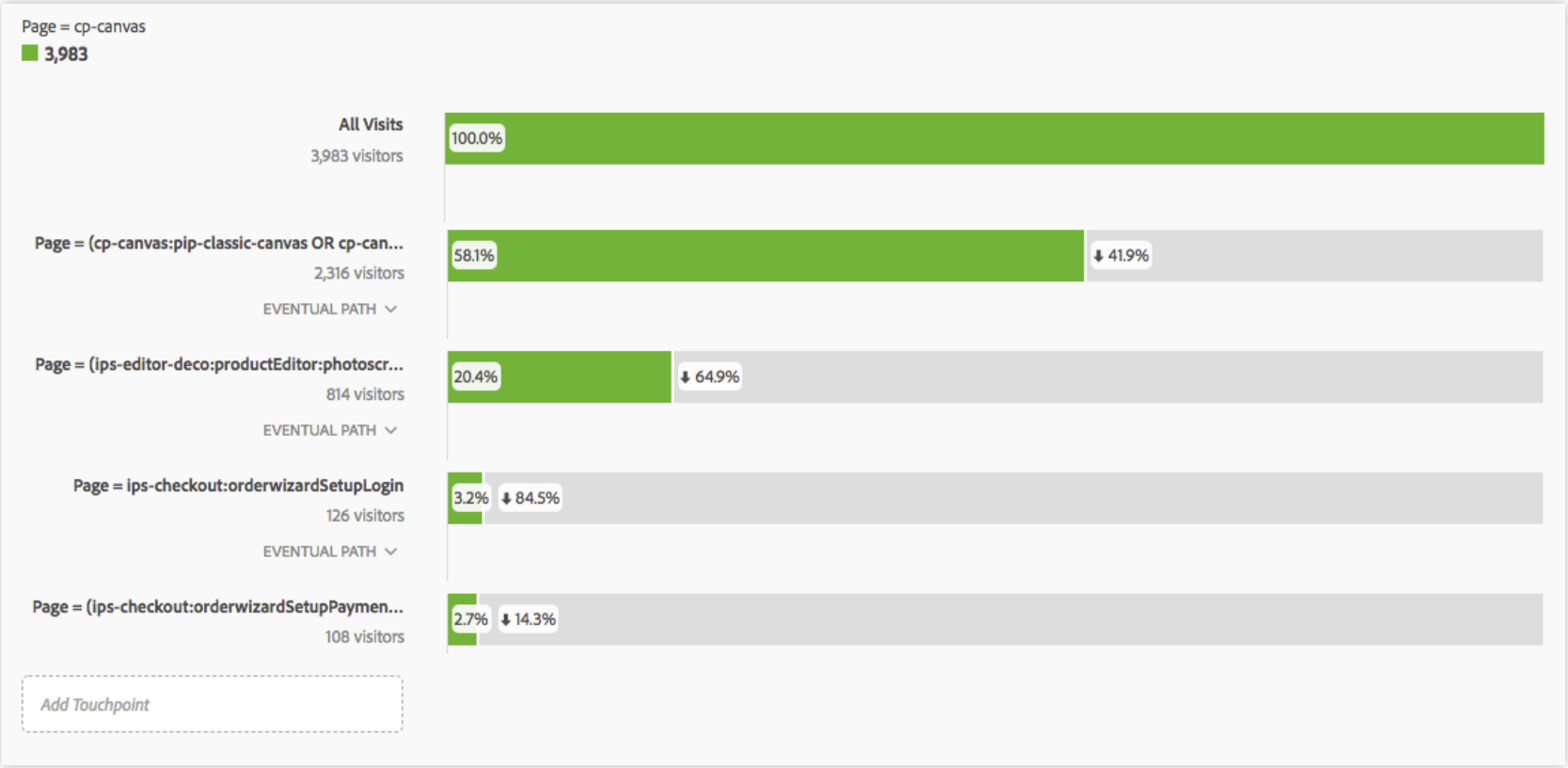


Primary areas to address

1. Priority of category page in navigation
2. Usability of product gallery
3. Streamline IPS photo editor by stripping out irrelevant content and complicated features

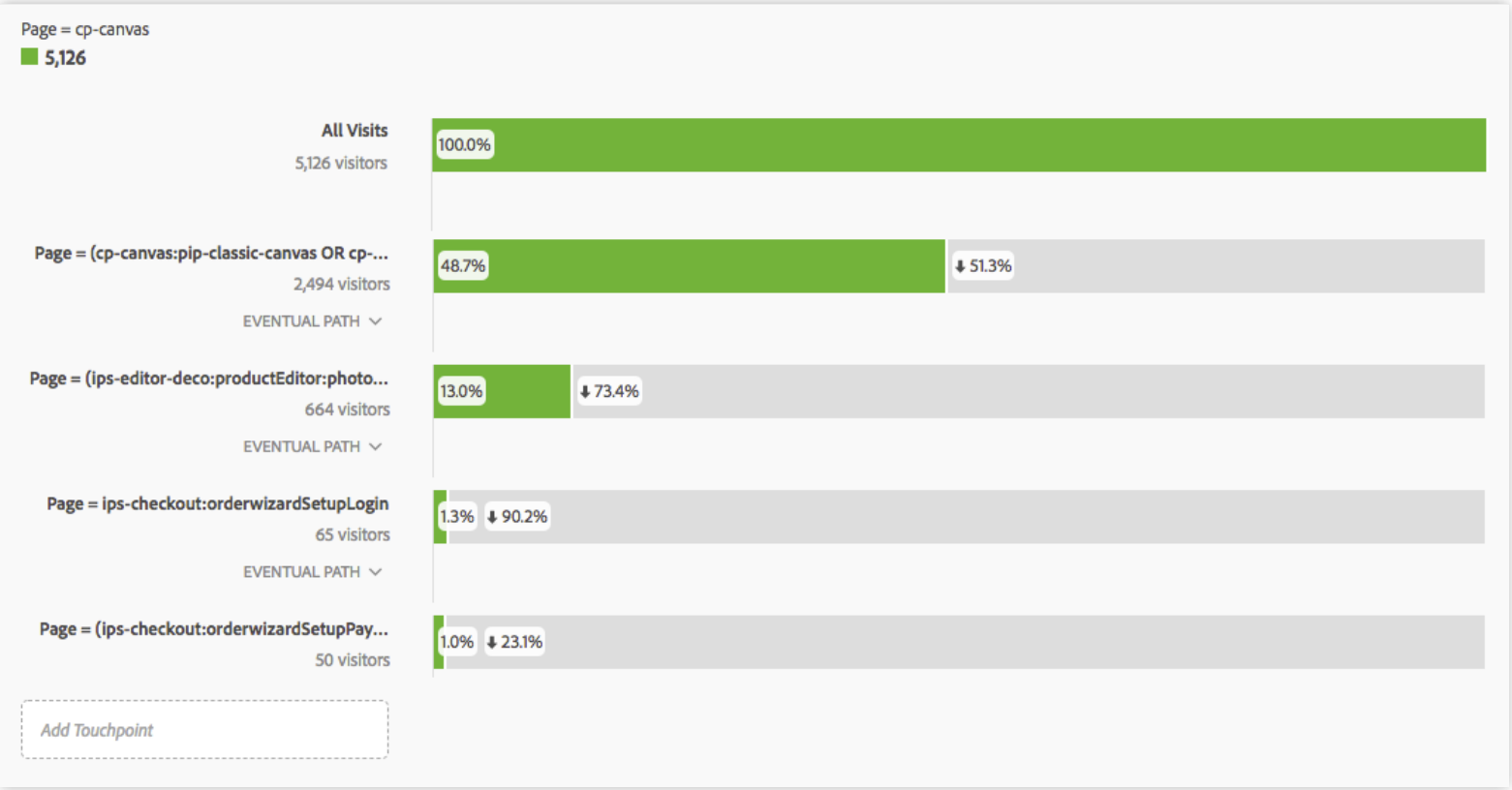
Canvas Conversion rate

Non-Mobile



2.7%

Mobile



1%

		Mob minus non-mob CTR	Non-mob drop	Mob drop	Non-mob minus mob drop
Category Page	Non-mobile - 100%	0%	0%	0%	0%
	Mobile - 100%				
Product Page	58.1% drop-off - 41.9%	-9.4%	41.9%	51.3%	-9.4%
	48.7% drop-off - 51.3%				
IPS Editor	20.4% drop-off - 64.9%	-7.4%	64.9%	73.4%	-8.5%
	13% drop-off - 73.4%				
IPS Checkout	3.2% drop-off - 84.5%	-1.9%	84.5%	90.2%	-5.7%
	1.3% drop-off - 90.2%				
IPS Confirm	2.7% drop-off - 14.3%	-1.7%	14.3%	23.1%	-8.8%
	1% drop-off - 23.1%				

Opportunities

Canvas category page CTR is 9.4% lower on mobile

Possible problems

- Not answering the users questions
- Page is very long to scroll

Needs validating (usability test)

Potential solutions

- Display products in two columns instead of full width cards
- Implement horizontal scroll for some blocks

Canvas product page CTR is 7.4% lower on mobile

Possible problems

- Image gallery is too small
- Can only view default image
- Price is displayed above options on which it depends
- Page is quite long

Potential solutions

- Optimise image gallery for mobile
- Move price below options
- Implement horizontal scroll for some blocks

90% of people that reach the IPS editor drop out

Possible problems

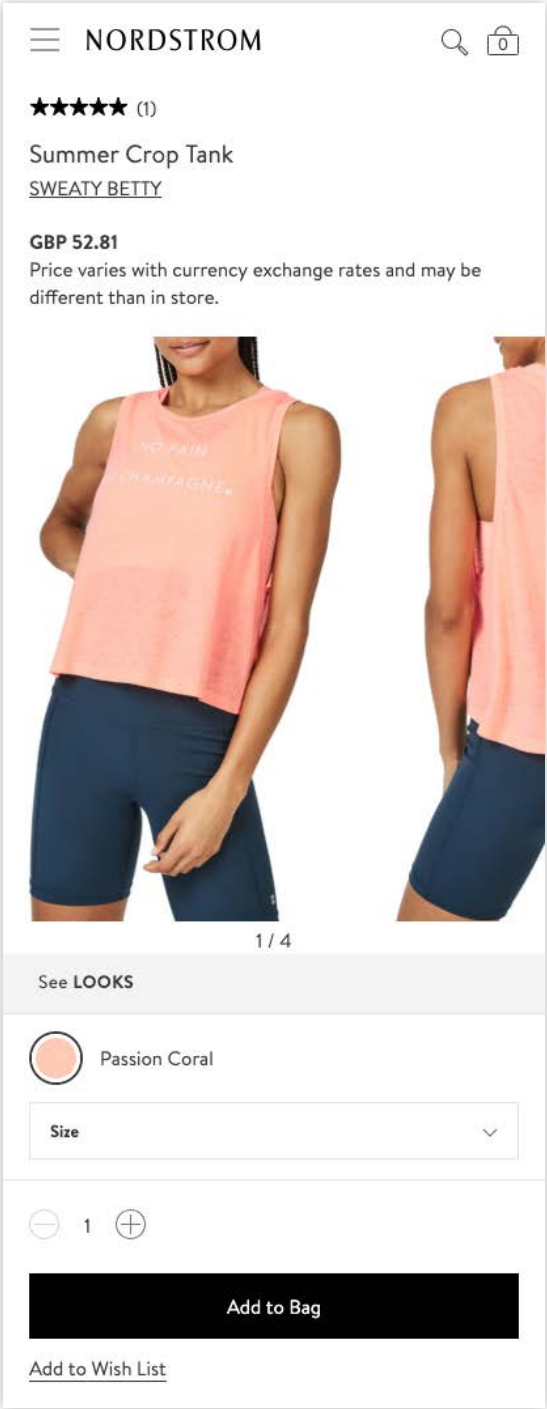
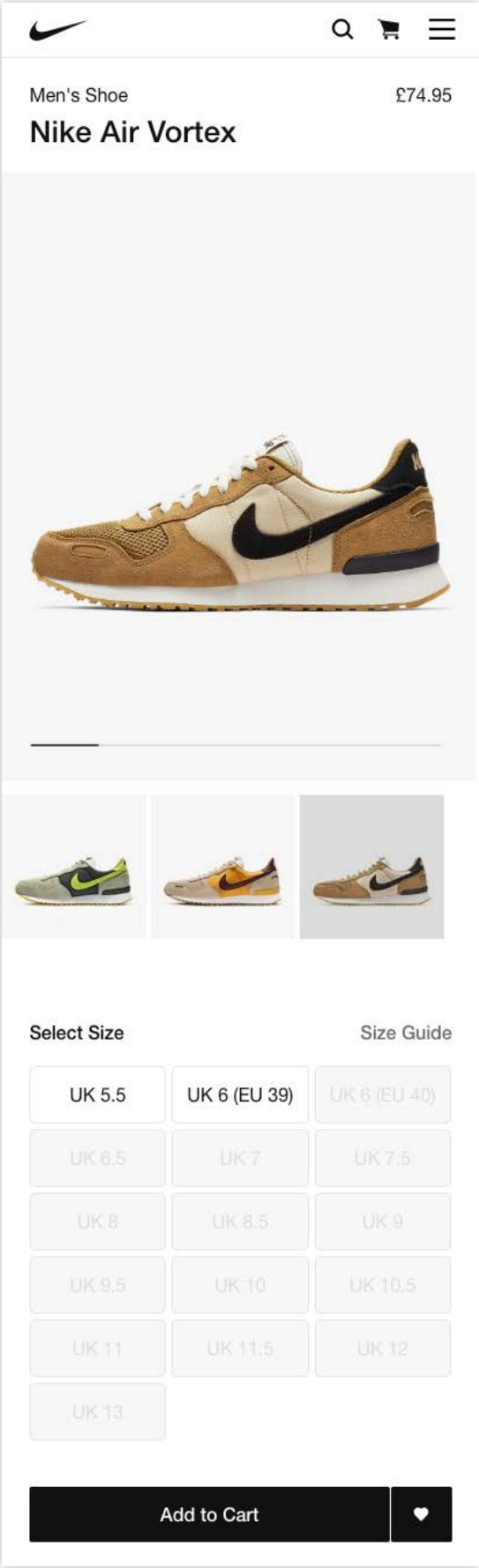
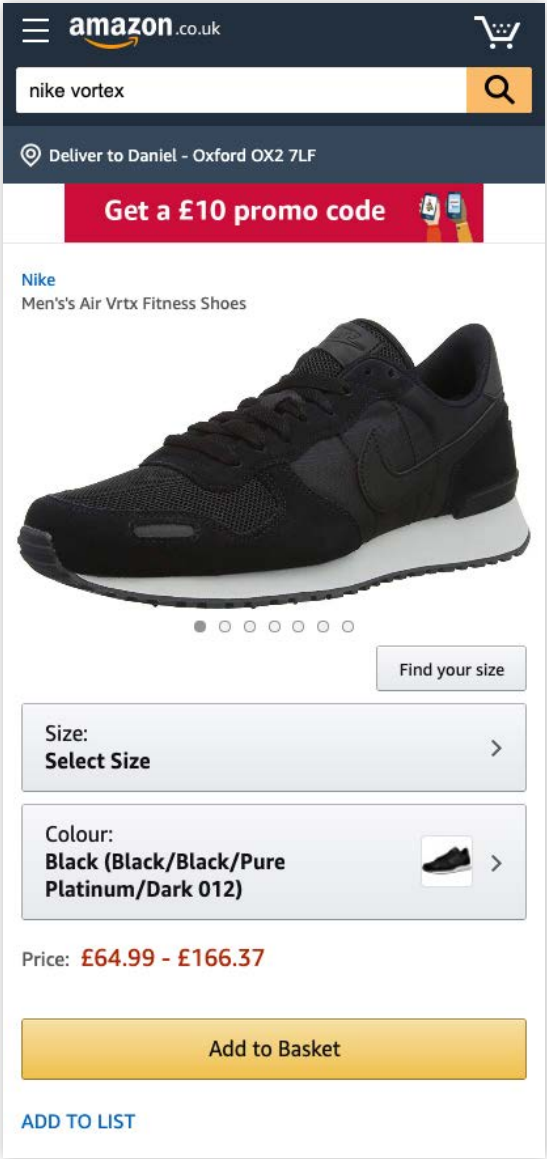
- Content that detracts from primary purpose
- Need to scroll to select utilities
- Text editor can make it impossible to complete the process

Potential solutions

- Remove irrelevant content
- Display utility icons horizontally
- Remove text editor on single image products in mobile IPS

Mobile Product Page Galley

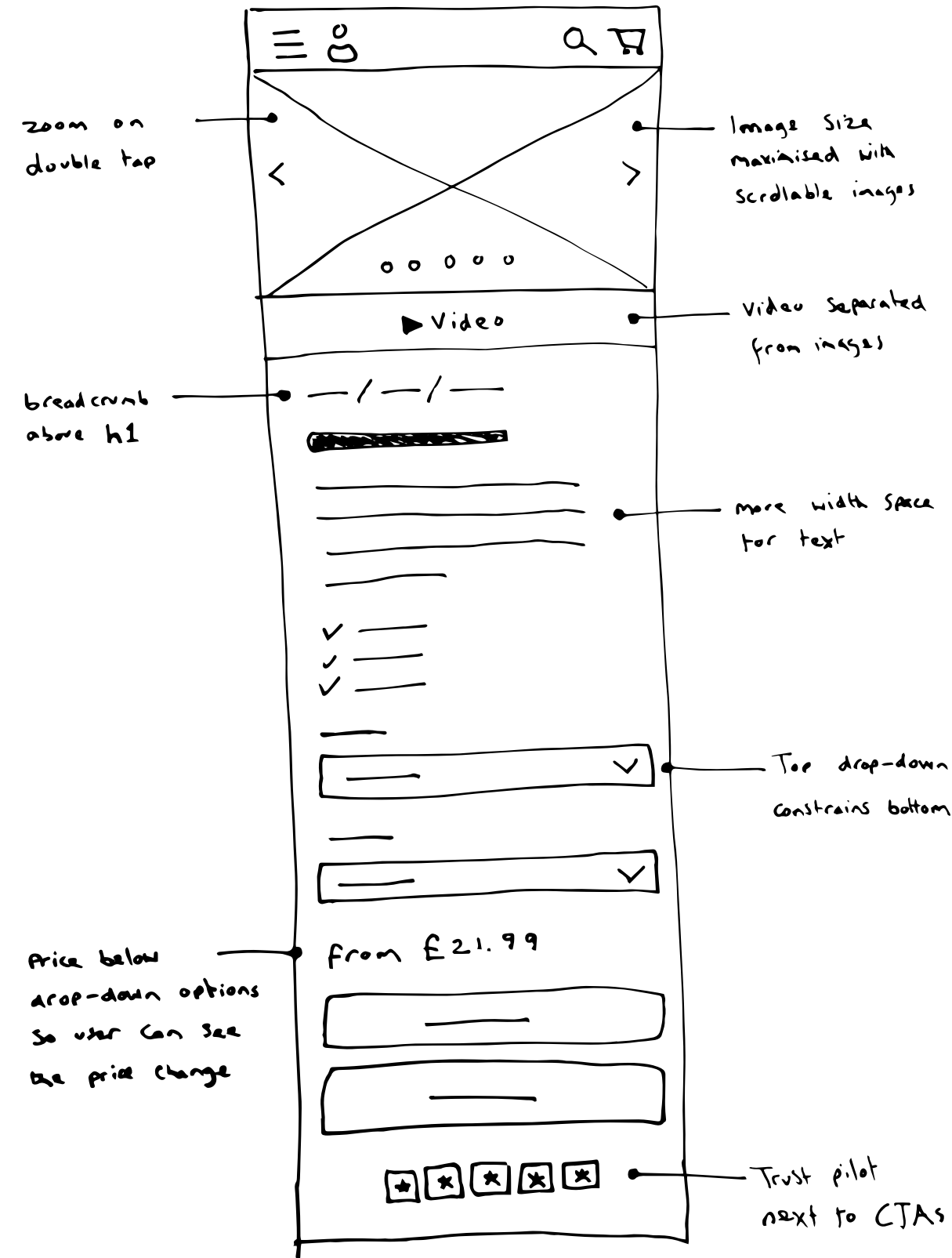
Re-design



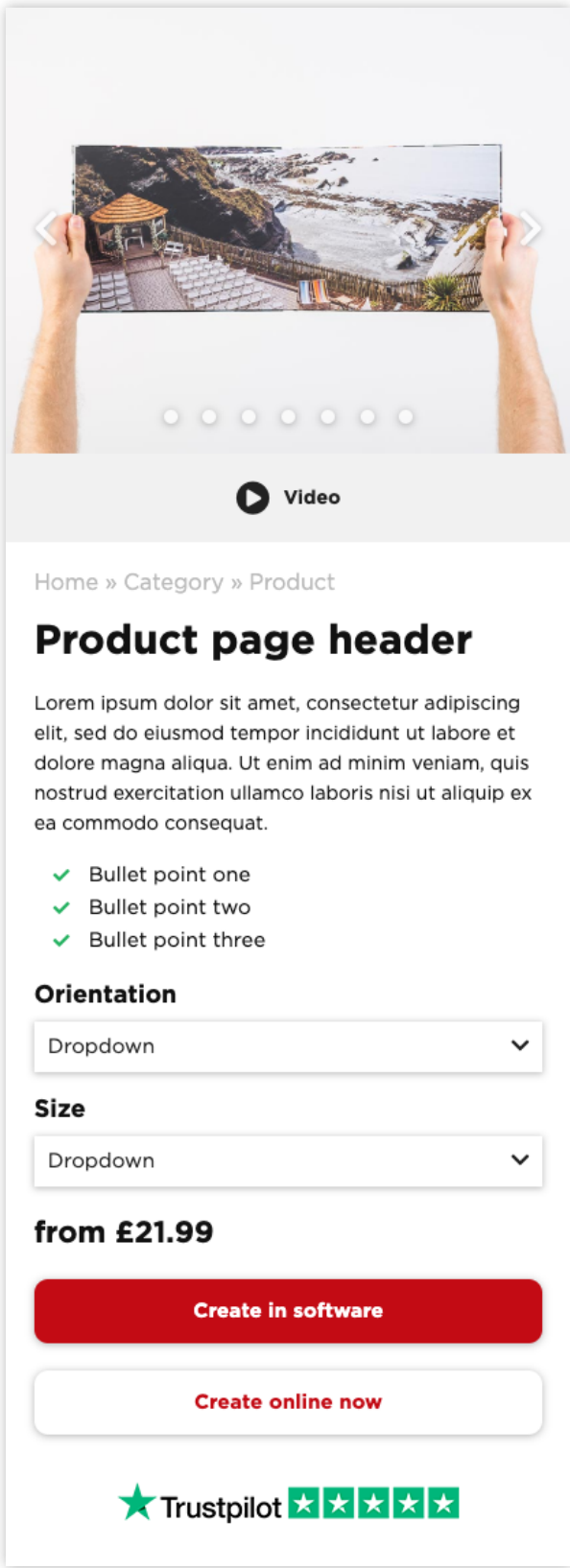
From 51 mobile product pages on baymard.com:

- Images size is maximised
- User can swipe left and right
- Lightbox gallery opens on tap
- Multiple image pagination

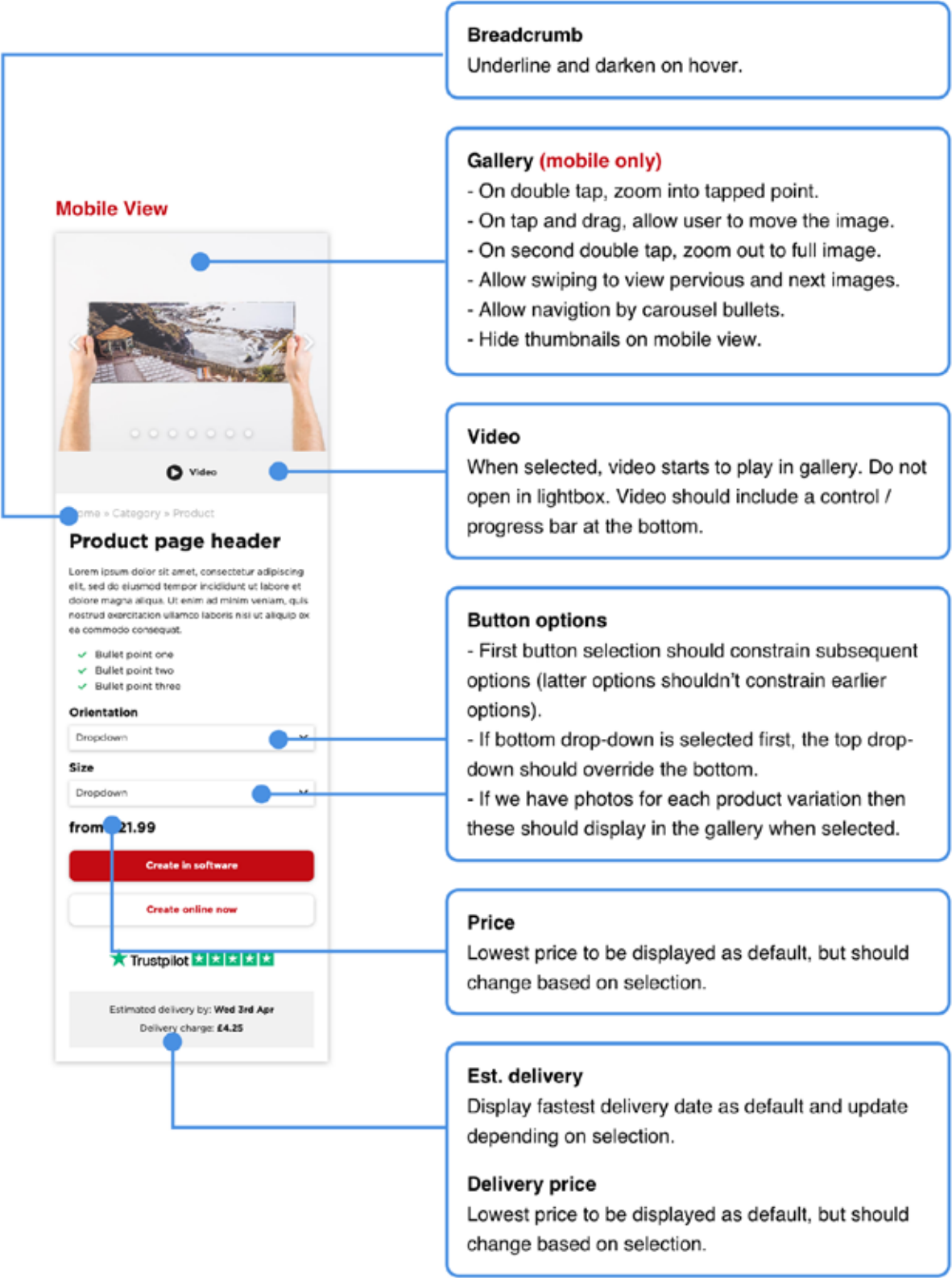
I sketched some solutions to the issues we found above, taking research findings into consideration, and used these sketches to create some higher fidelity designs.



Proposed Product page header



I created some wireframes to pass over to dev for building, explaining how controls behave when the user interacts with them.

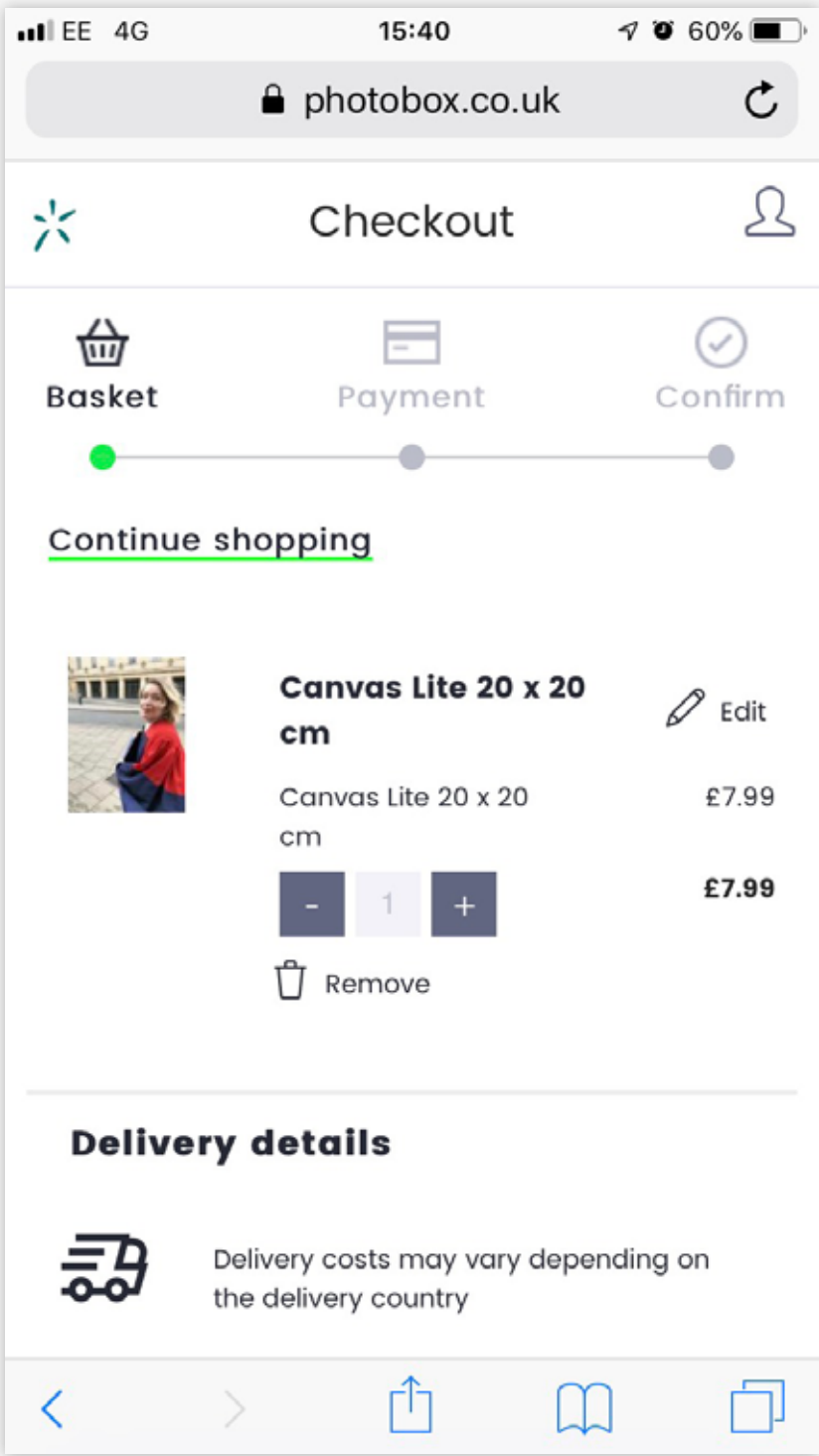
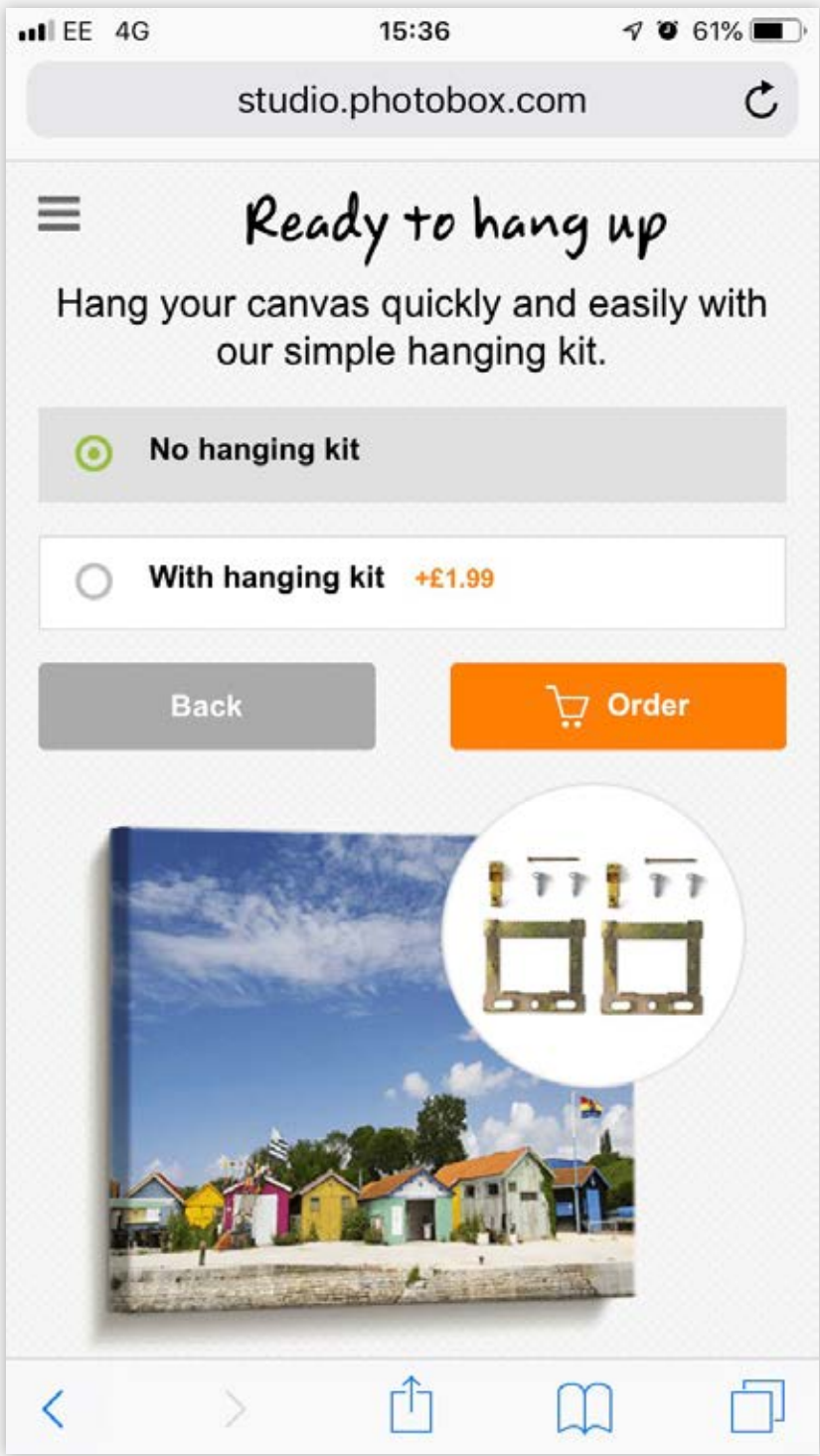
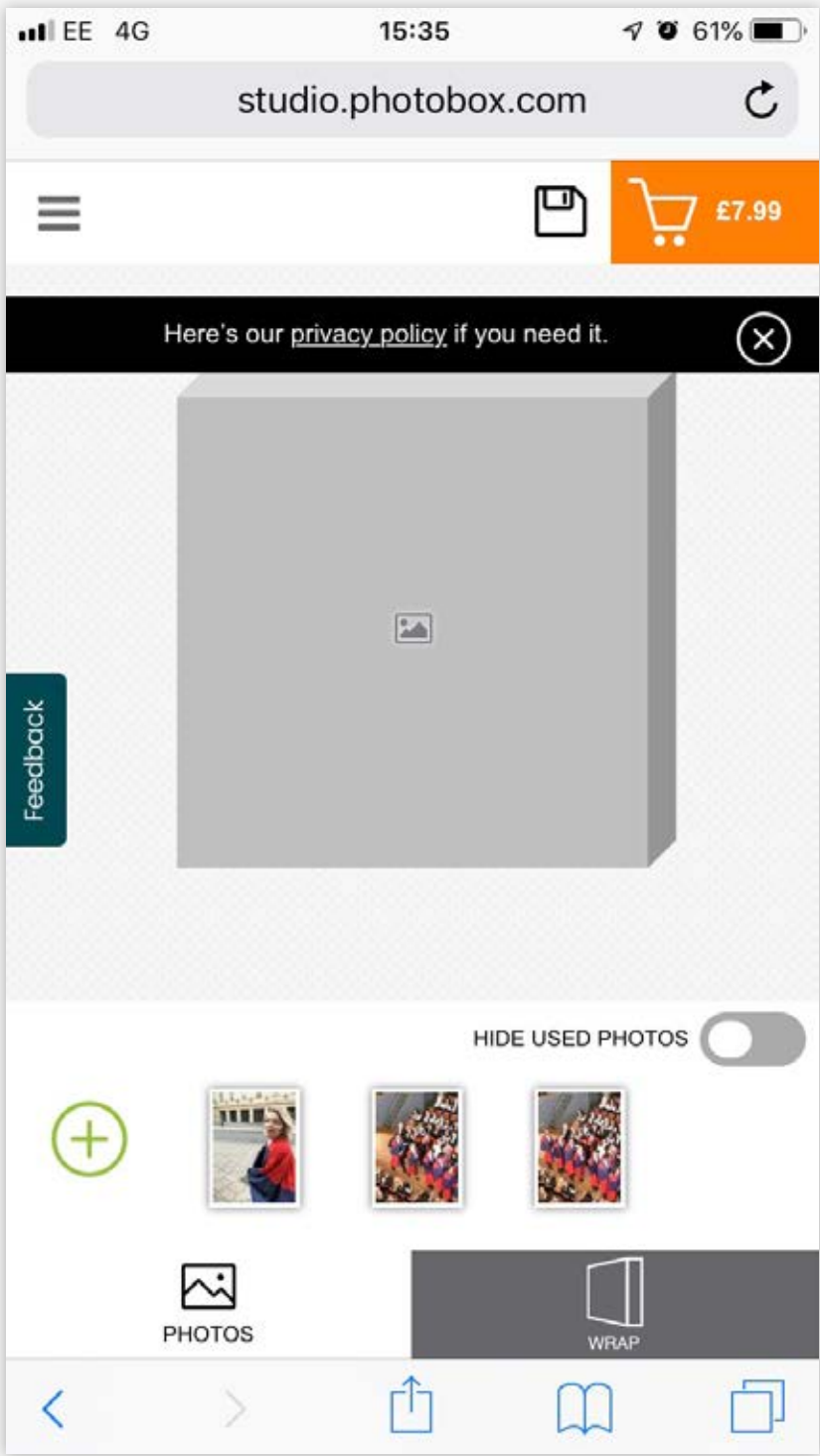


Online product builder

Competitor Analysis

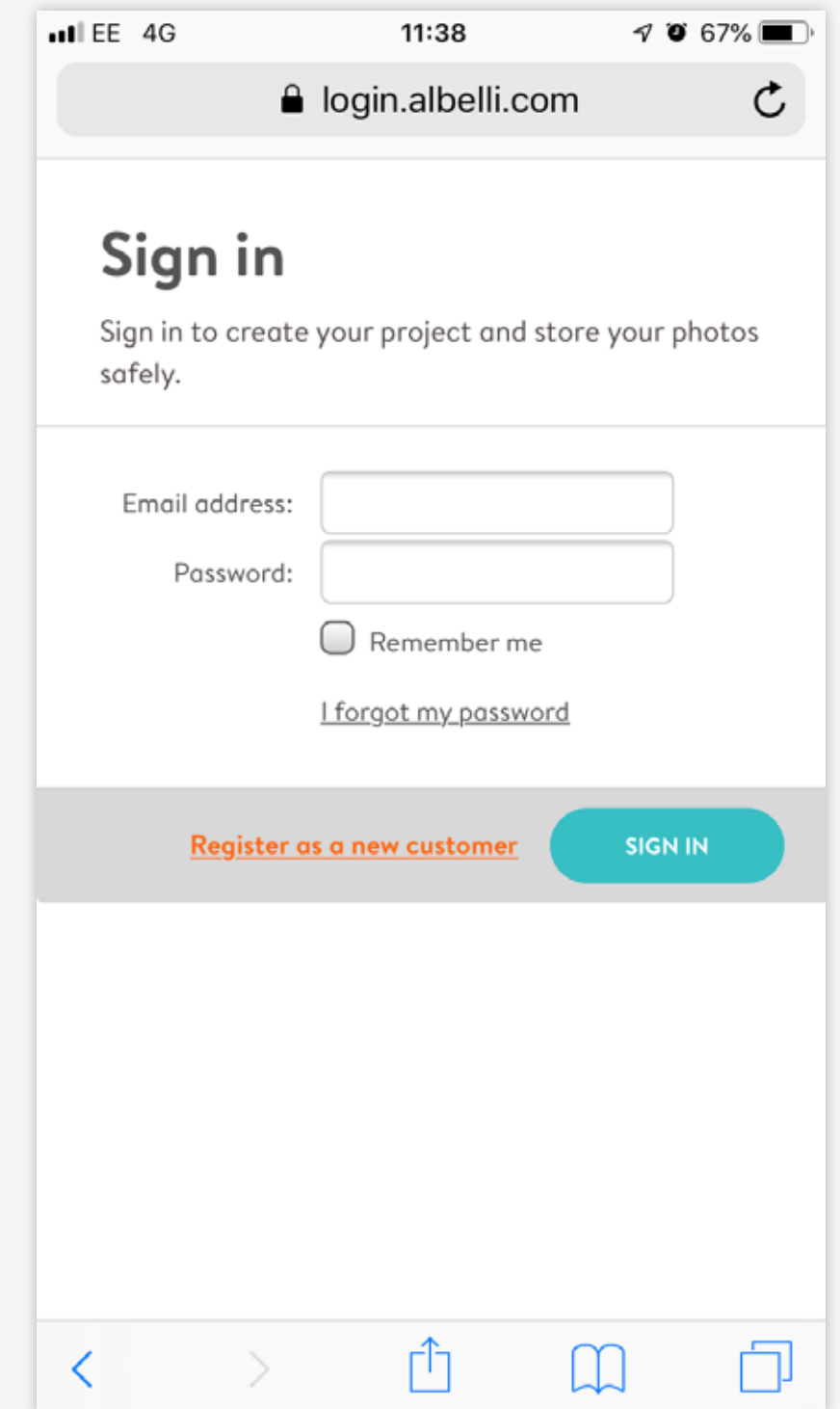
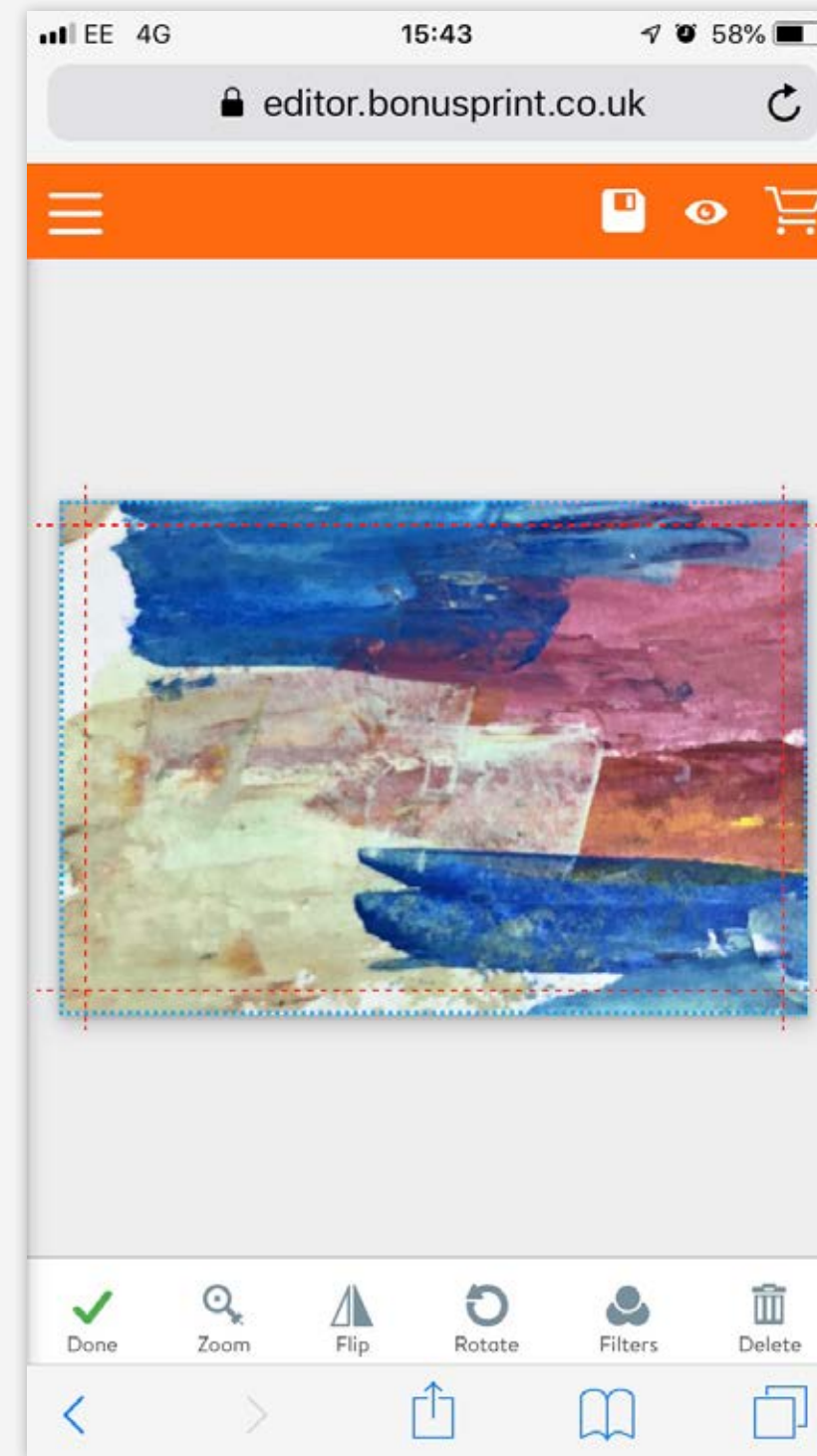
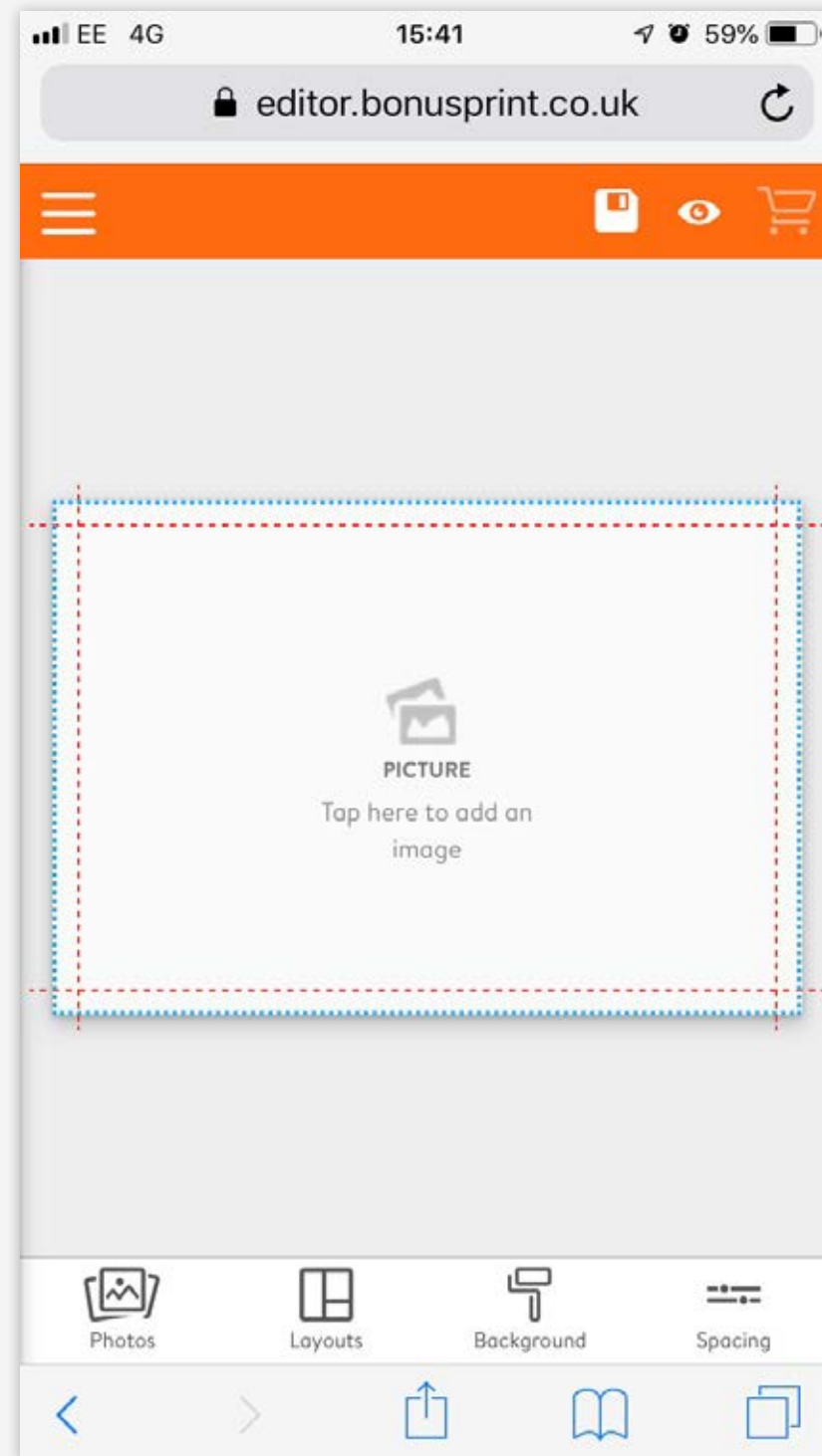
Photobox

- 1. No scrolling - all content fits on one mobile screen
- 2. Simple - not cluttered with features
- 3. No text feature
- 4. Wall hangins as second step
- 5. Progress bar in checkout



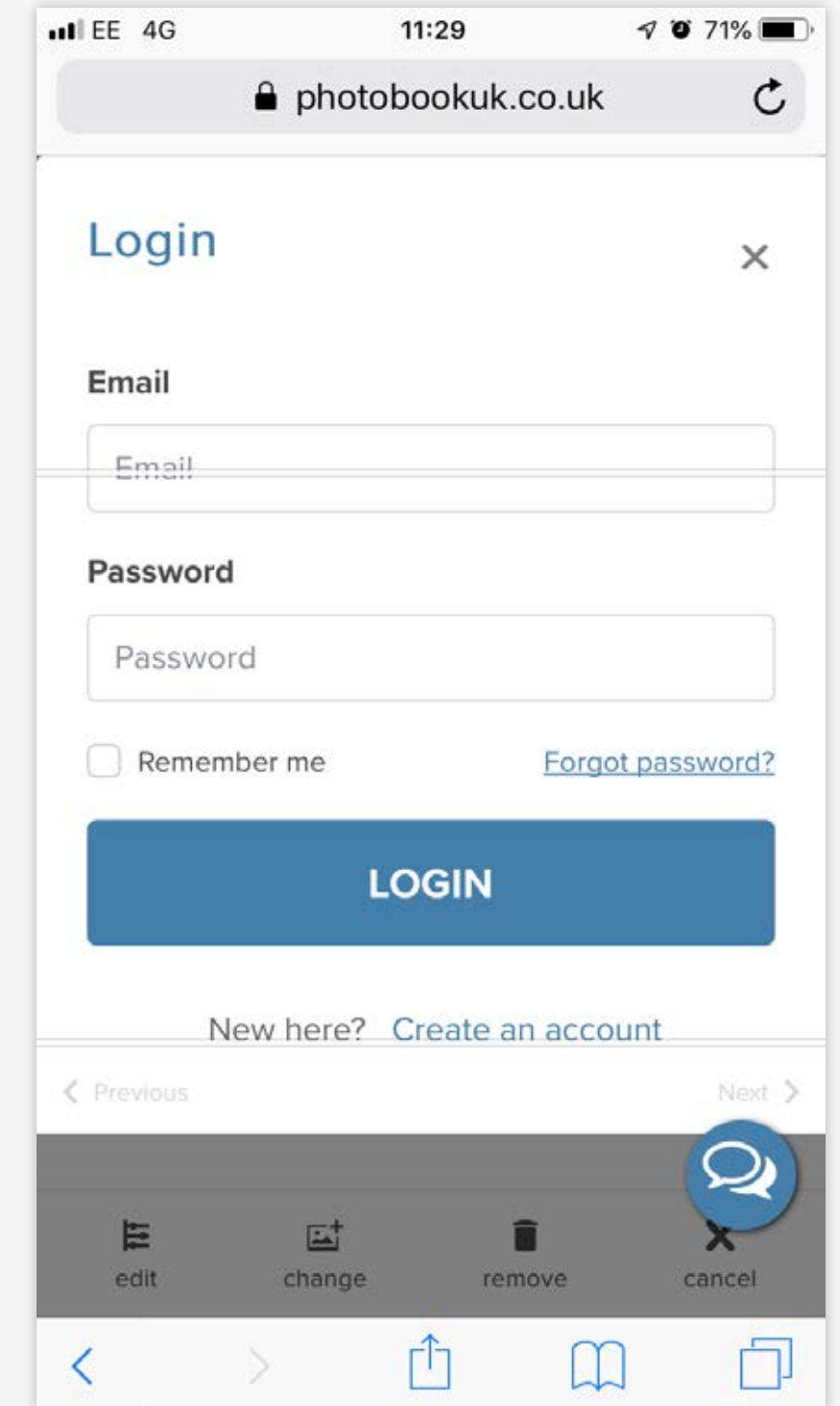
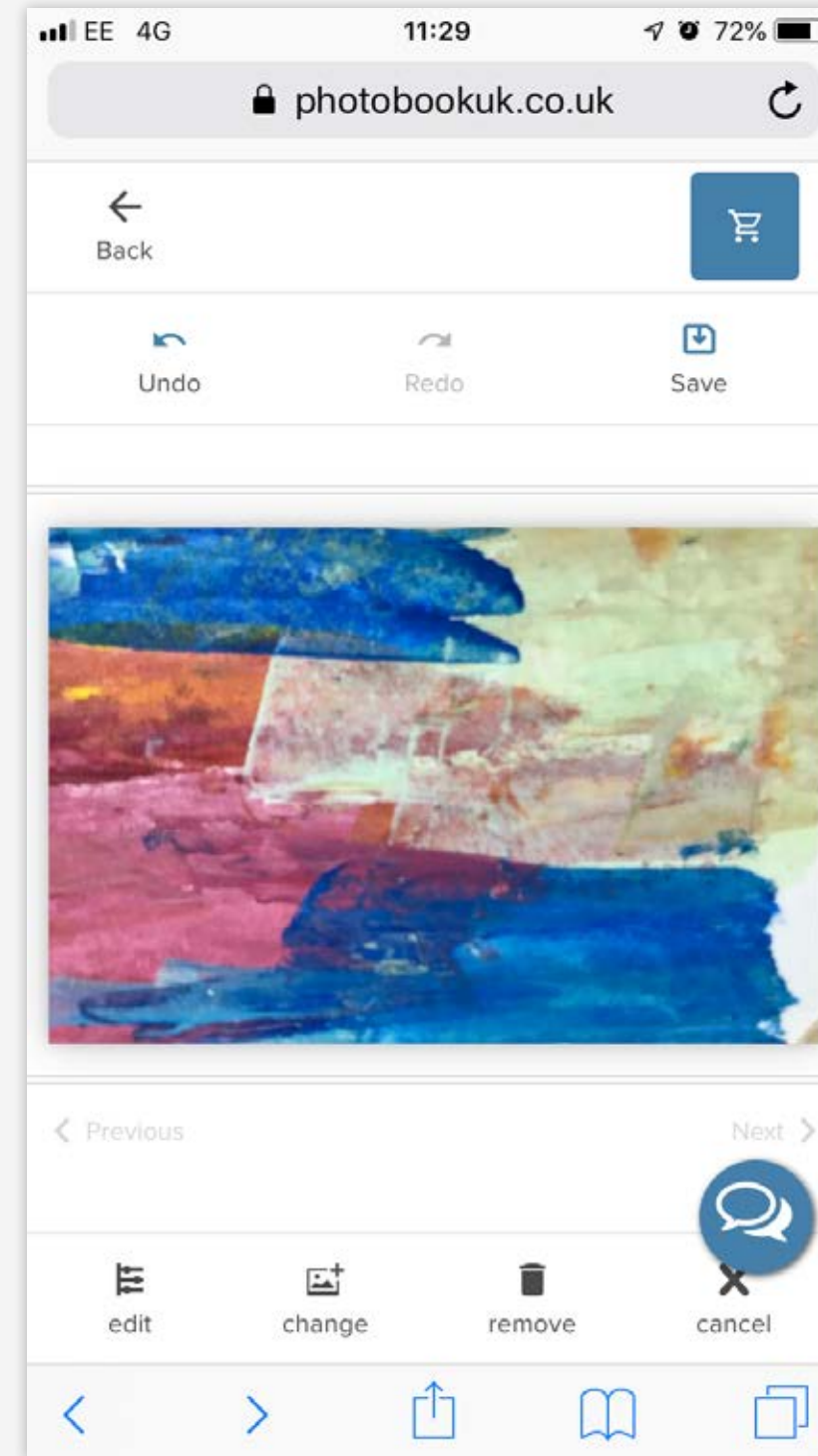
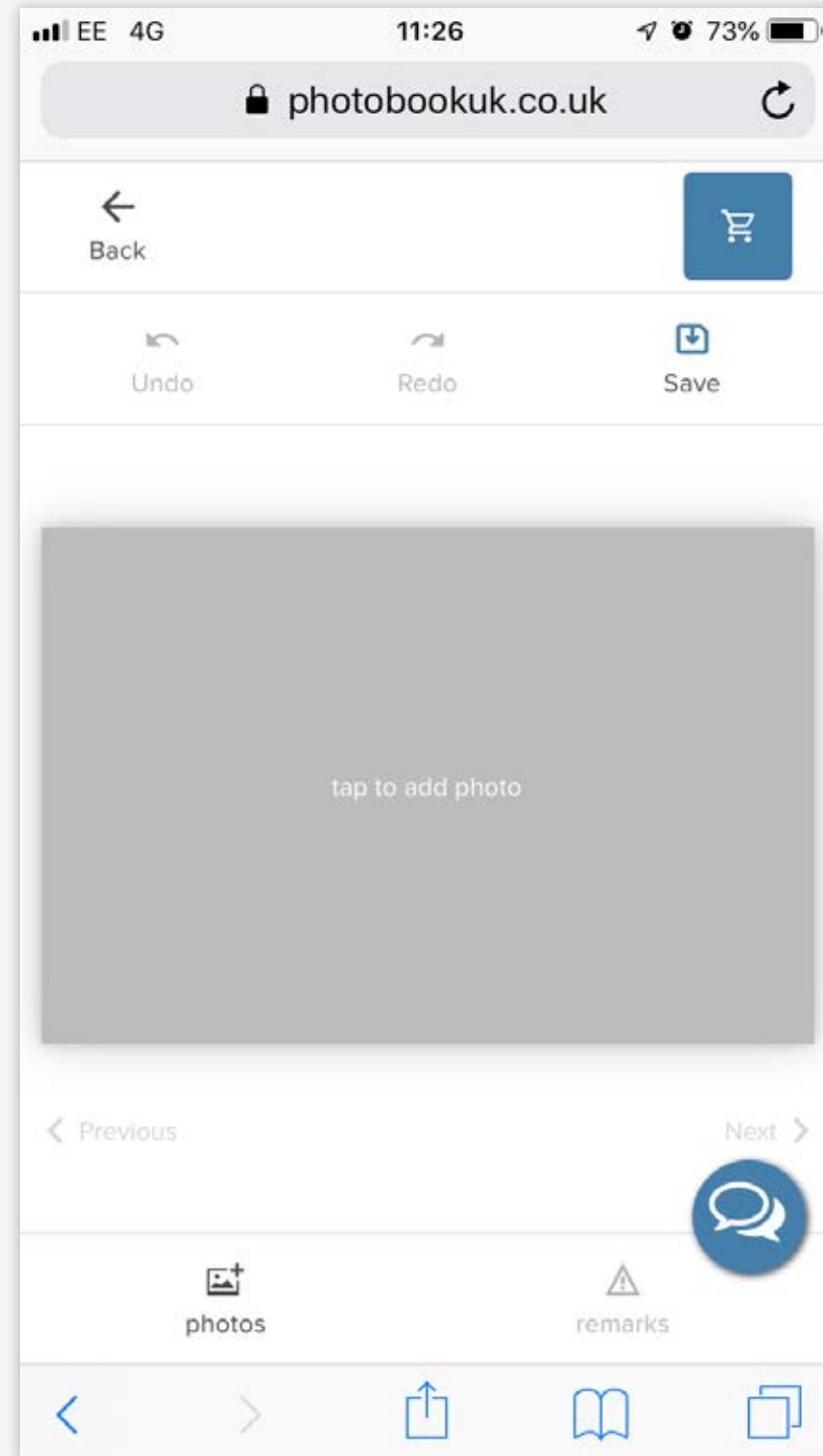
Bonusprint

1. No scrolling - all content fits on one mobile screen
2. Simple - not cluttered with features
3. Clean utility bar at bottom of screen - easy to reach with thumb
4. No text feature
5. The next step isn't that clear - must click the trolley icon
6. Must log in to check out



Photobook UK

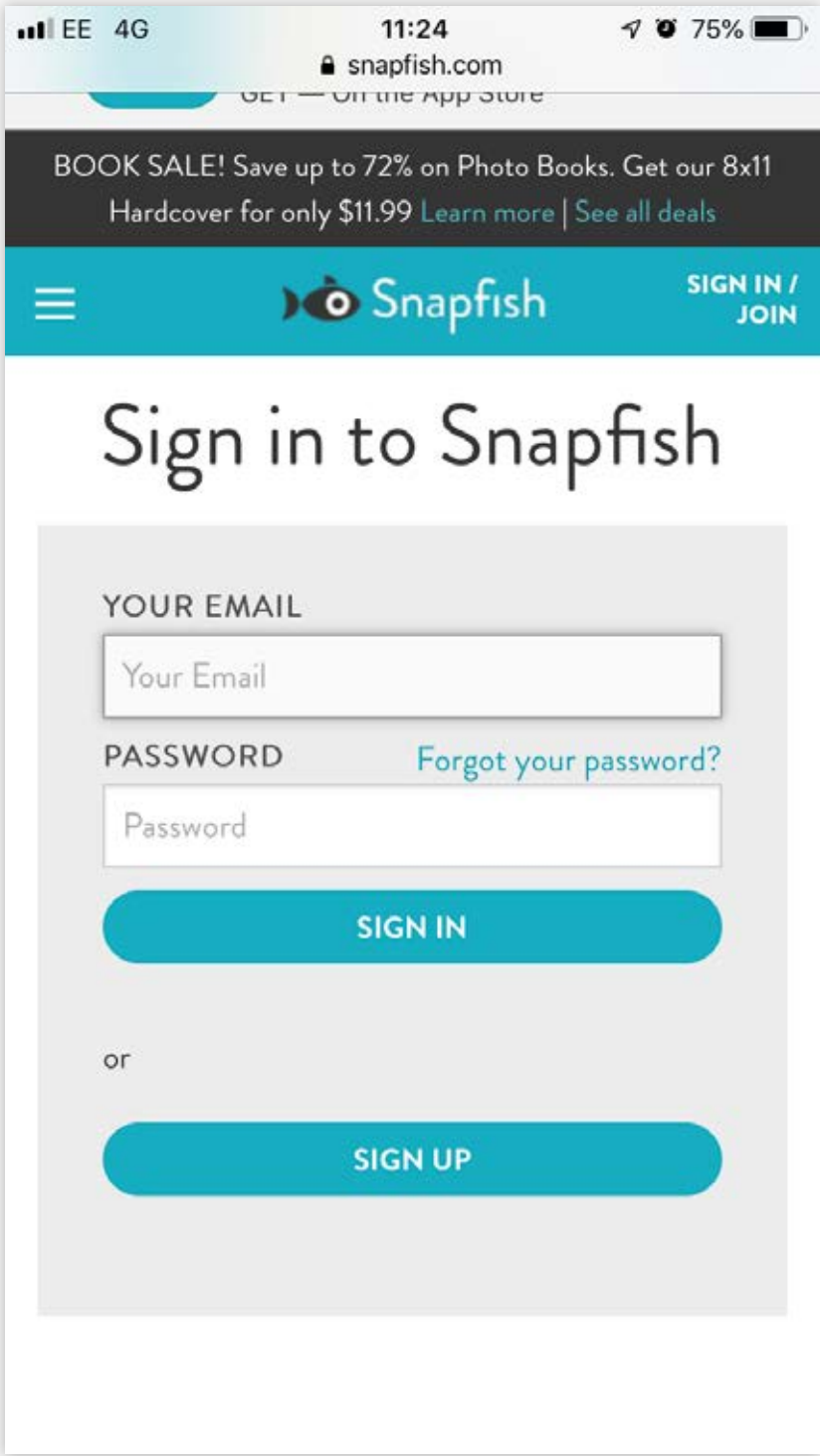
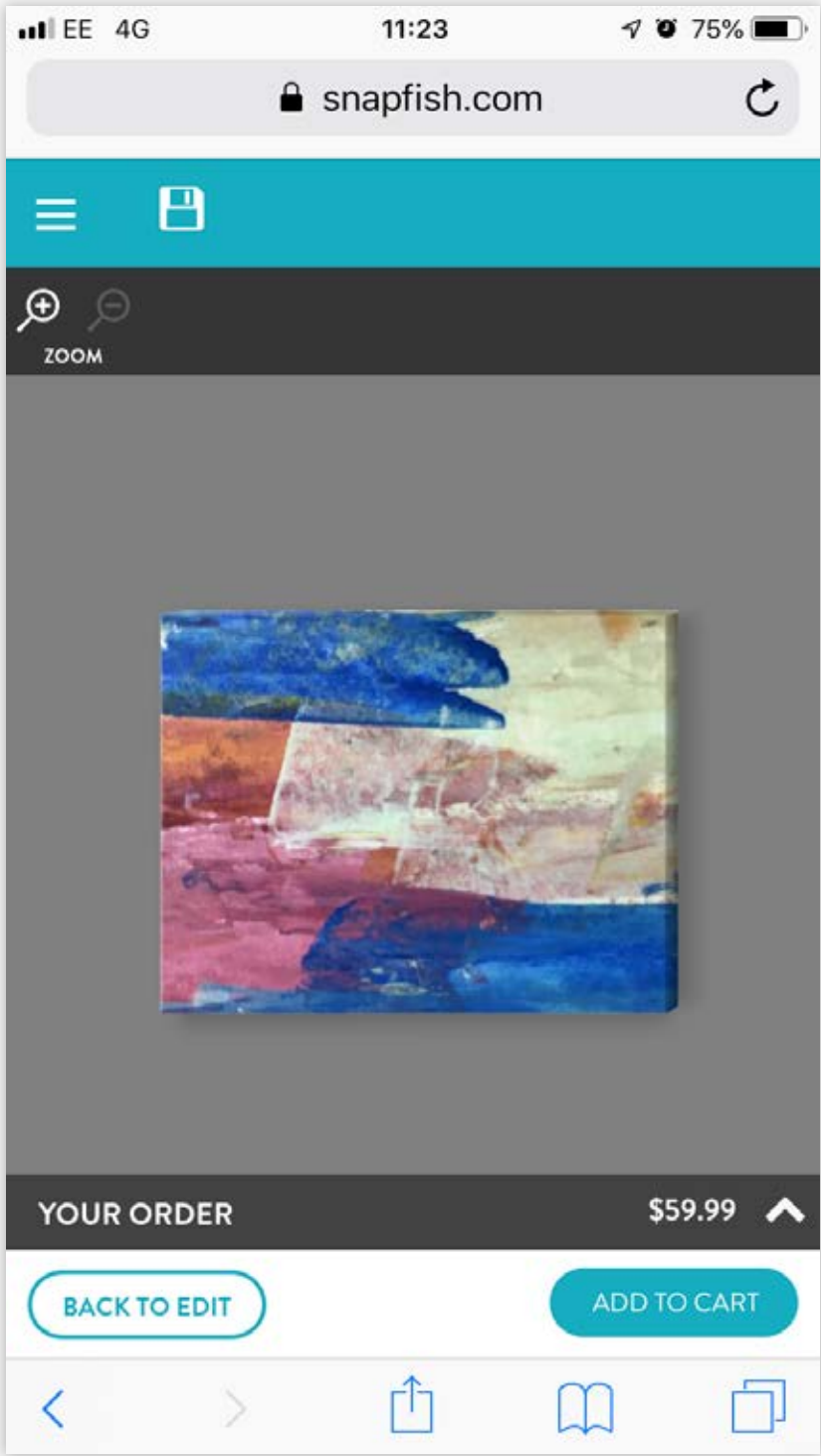
1. No scrolling - all content fits on one mobile screen
2. Clean utility bar that is easy to reach with thumb
3. Minimal features
4. Floating 'help' icon obstructs cancel button
5. No text feature
6. Must log in to check out





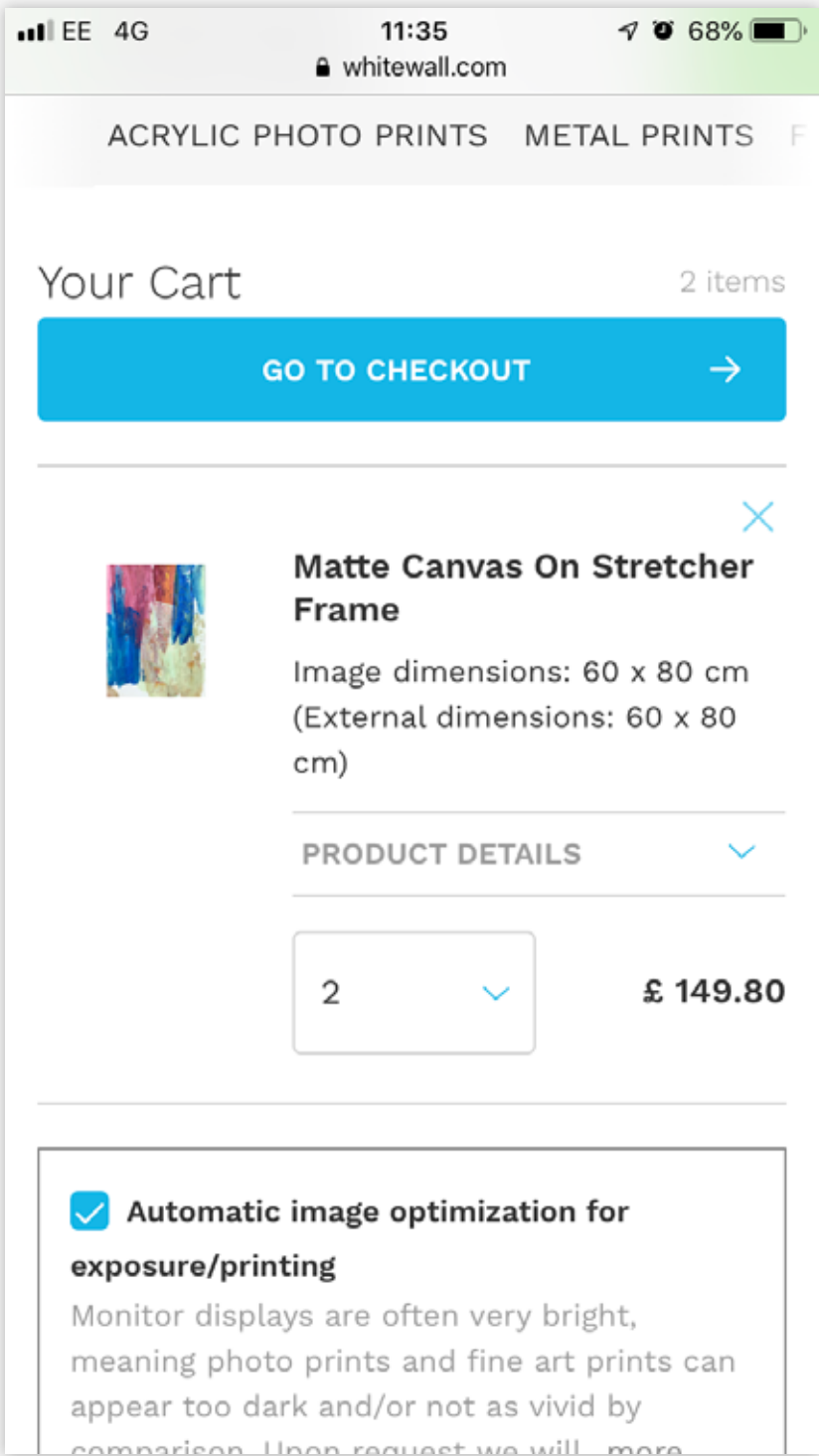
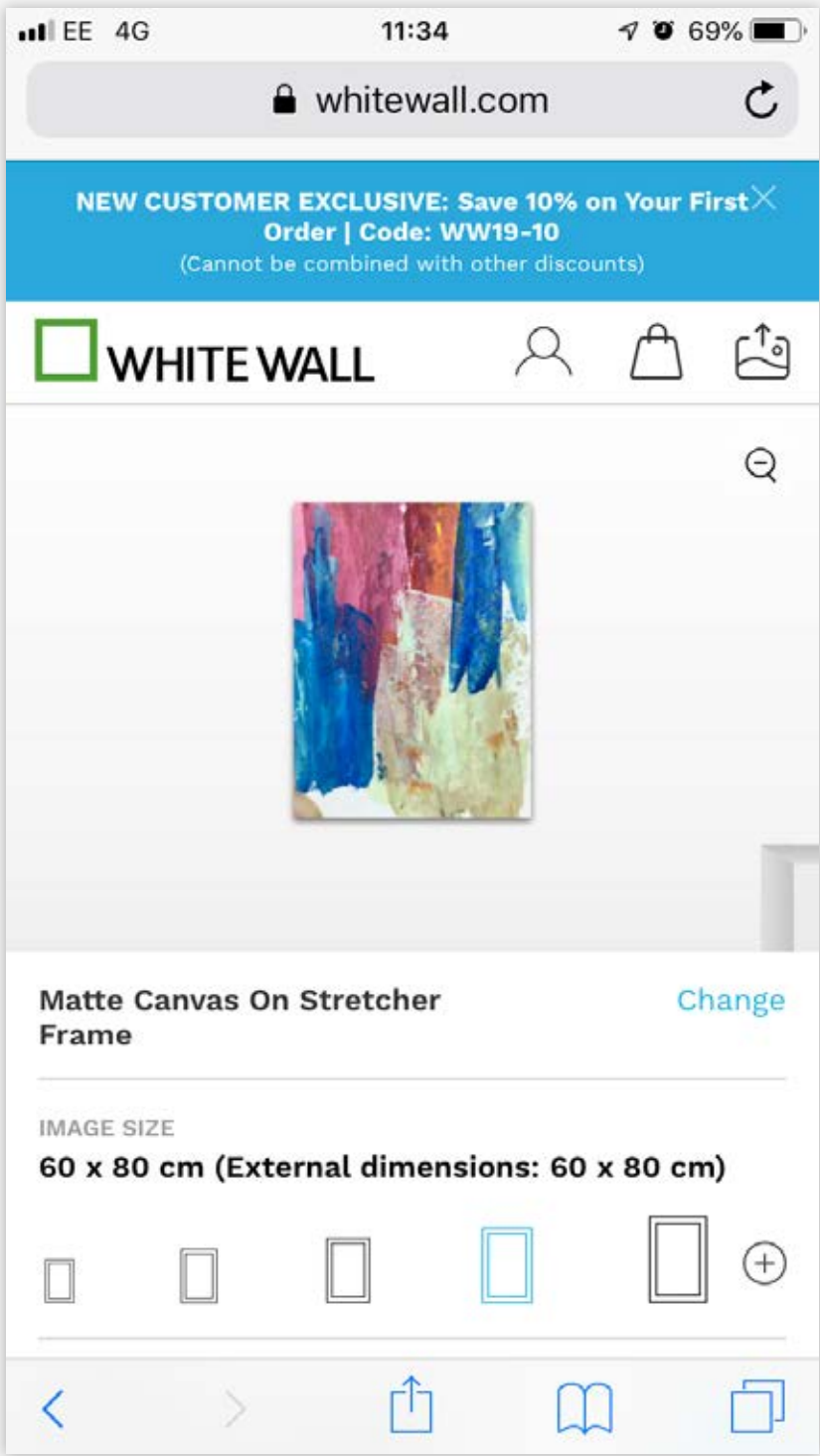
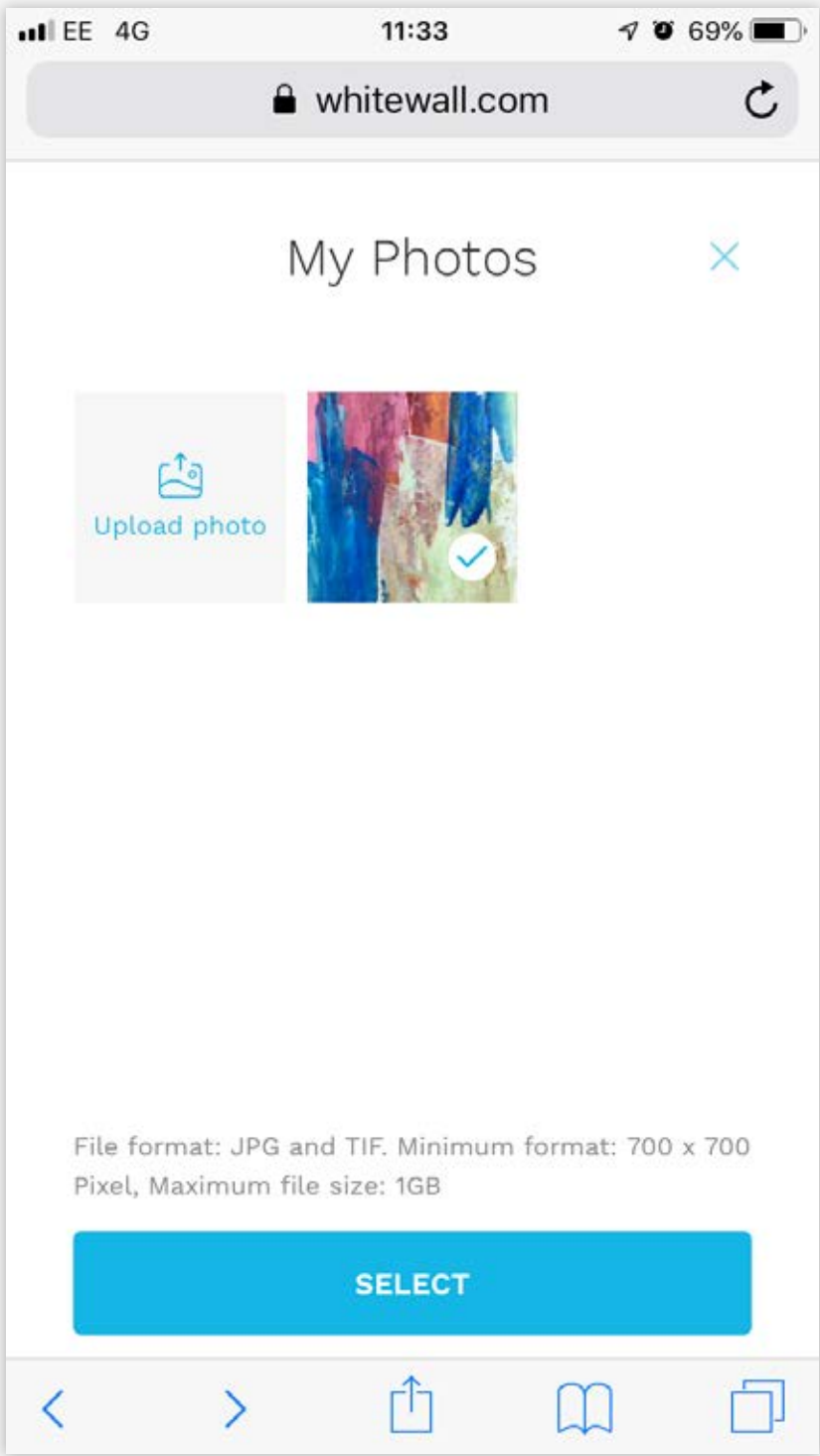
Snapfish

- 1. No scrolling - all content fits on one mobile screen
- 2. Clean utility bar that is easy to reach with thumb
- 3. Utility bar scrolls laterally to reveal more features
- 4. Text can be added in some layouts
- 5. Clear 'Add to cart' button
- 6. Must log in to check out

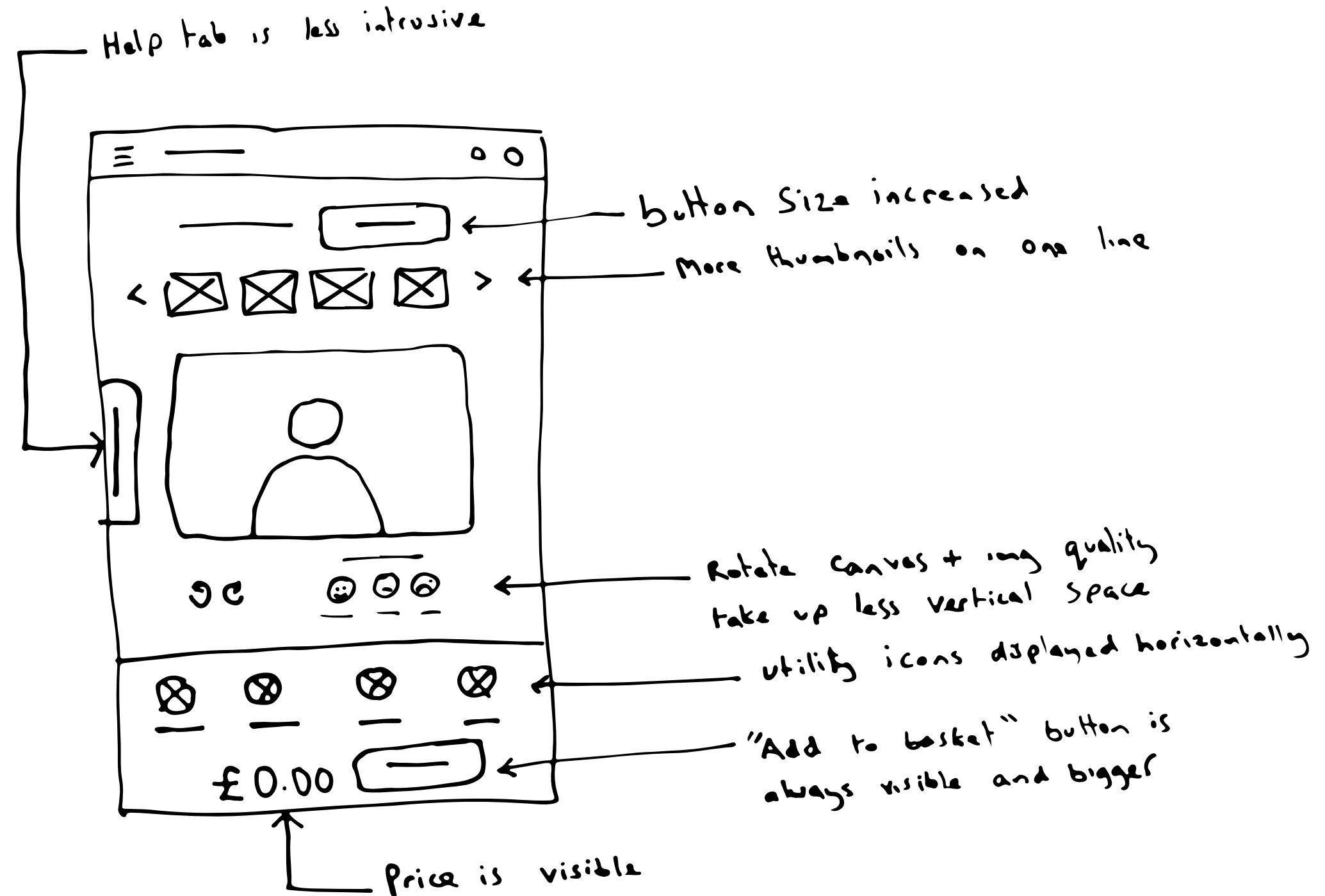


White Wall

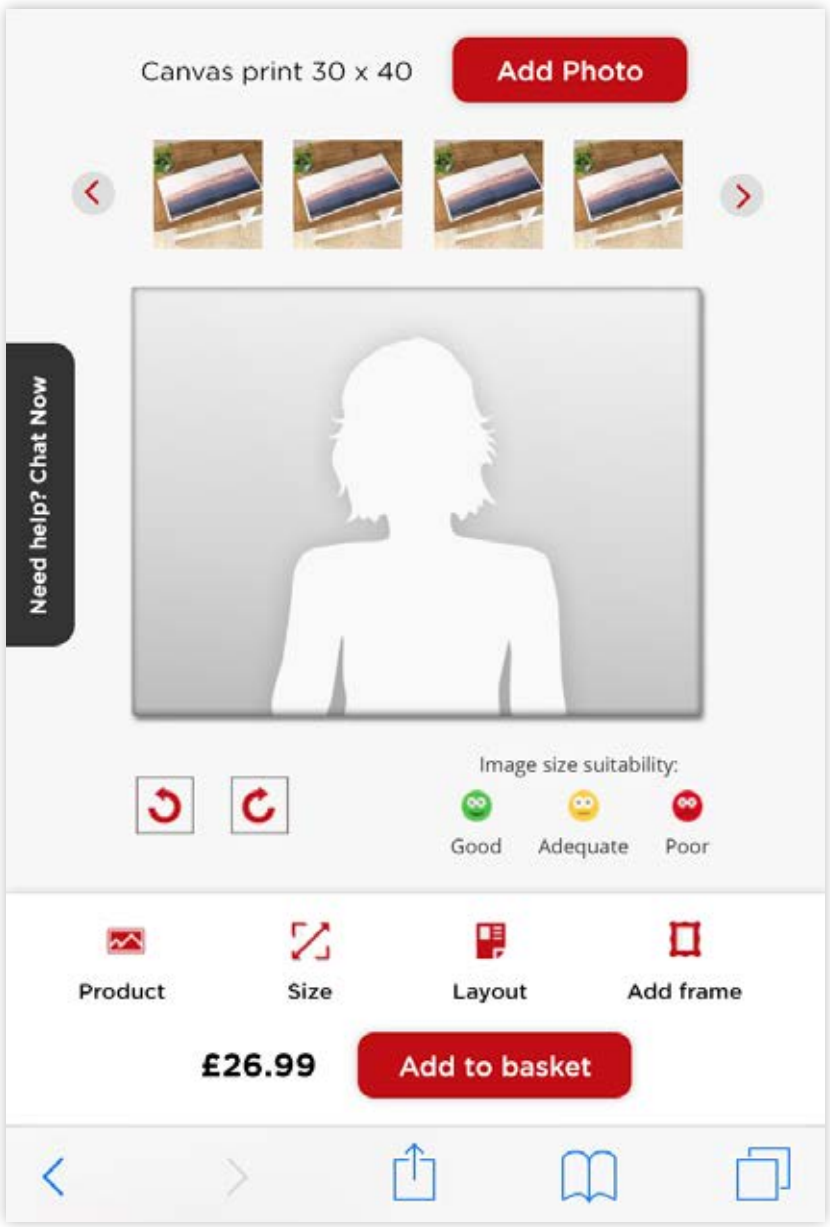
- 1. Scrollable page - more content detracts from purpose
- 2. Upload photos as first step
- 3. Limited features for ease
- 4. Simple step by step process



I sketched some solutions to the issues we found above and used these sketches to create some higher fidelity designs.



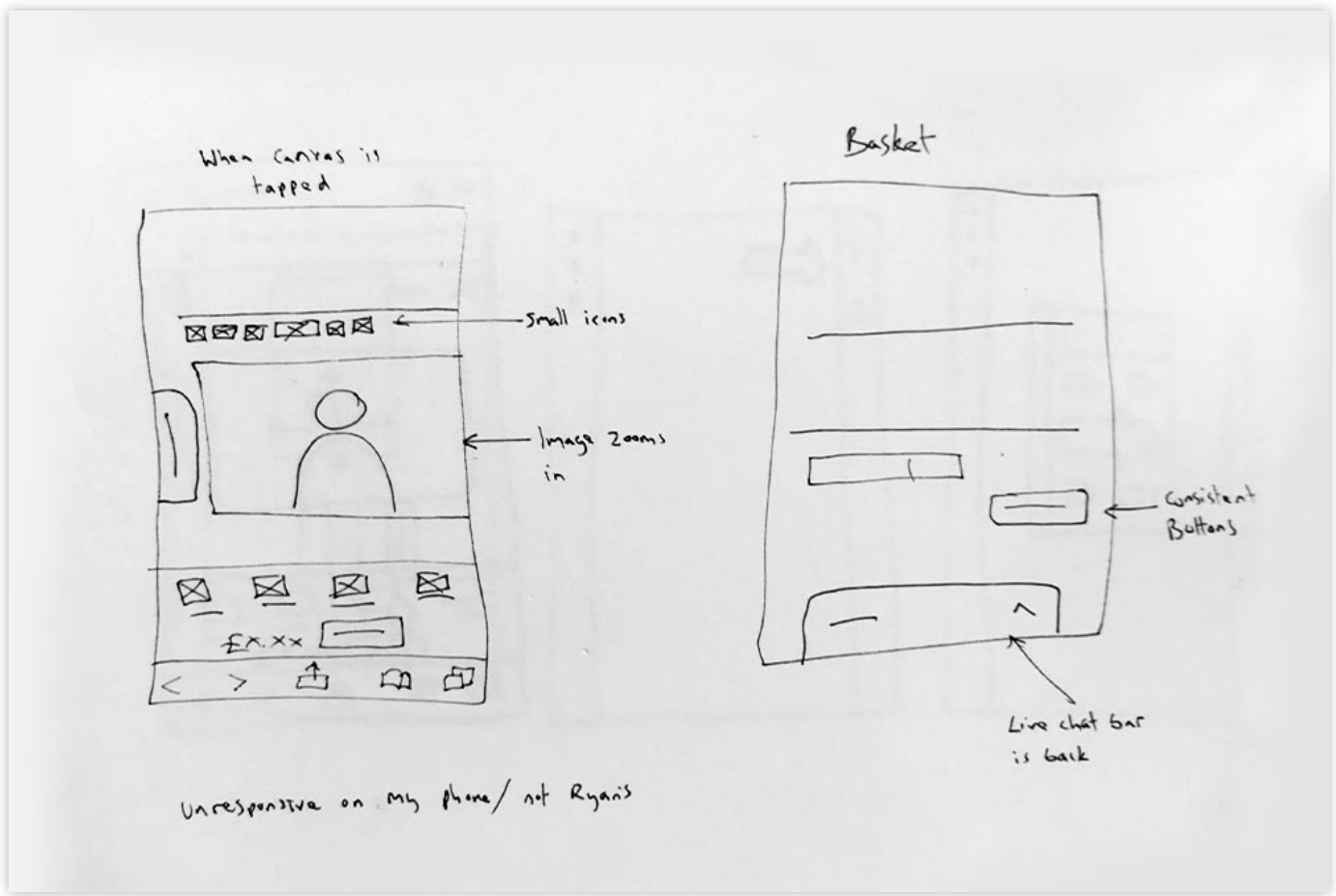
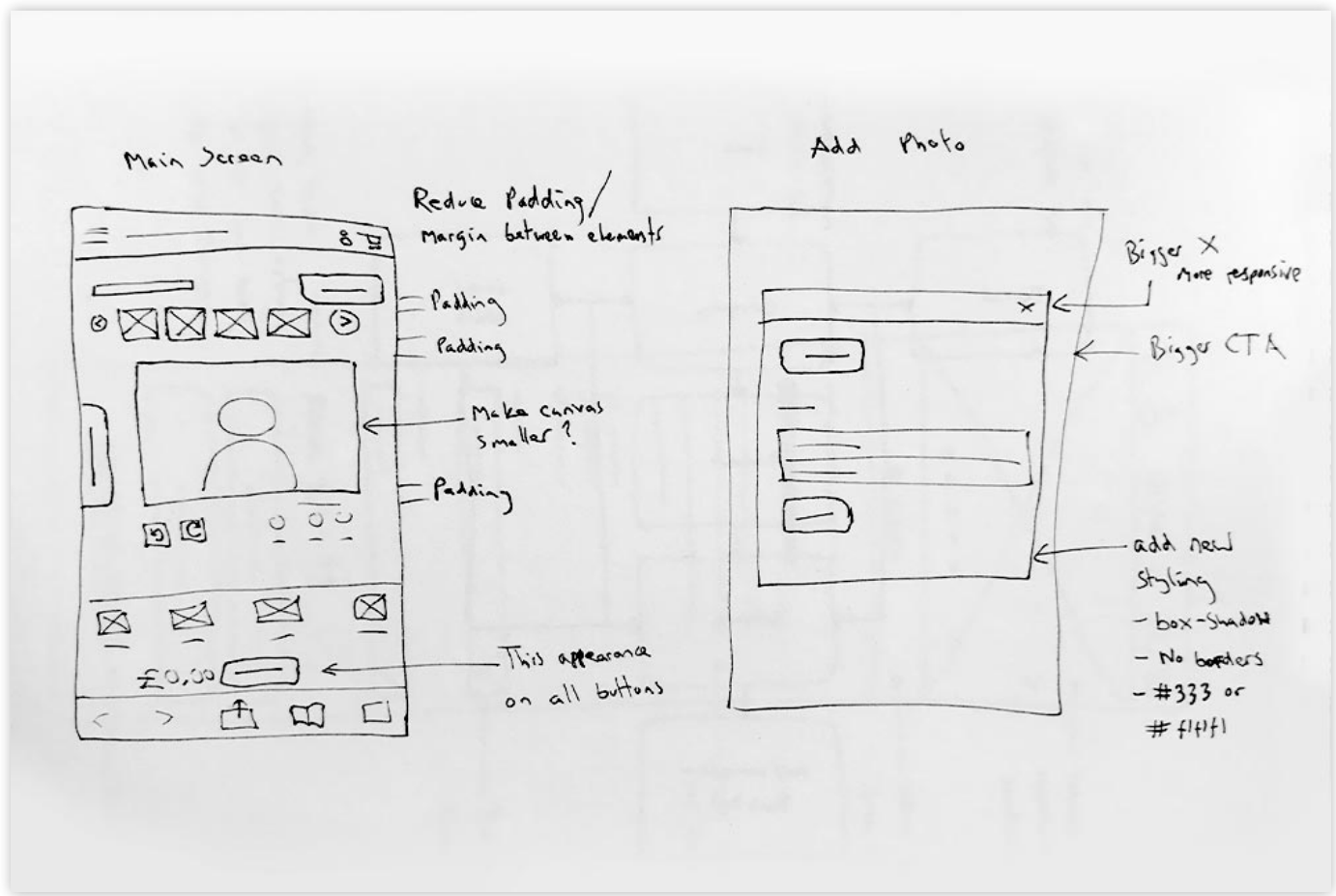
New design



After these designs had gone through development, we did two more rounds of device testing to streamline the product prior to implementation.



Issues were logged and I sketched out some suggestions to feed back to the dev team for the next iteration.



Impact

- This work was carried out from March – April 2019 and was implemented at the end of April.
- The table to the right shows the impact that this work has had on the performance of our website, in particular, our online product builder (IPS).
- The table compares visits, IPS orders, conversion rate and IPS revenue from 2018 and 2019.
- Visits are down in 2019 due to a cut in mobile ad spend, but despite this cut in traffic and visitor qualification, orders, conversion rate and revenue were all significantly and consistently improved by the changes that we made.

Mobile IPS Overview

	Jan 1 2018 - Dec 31 2018	Visits	Percent Change	Jan 1 2018 - Dec 31 2018	IPS Orders	Percent Change	Jan 1 2018 - Dec 31 2018	Conversion Rate	Percent Change	Jan 1 2018 - Dec 31 2018	IPS Revenue	Percent Change
Month of Year ↑	393,343	234,937	-40.27%	3,104	1,929	-37.85%	0.79%	0.82%	4.05%	62,735 GBP	41,984 GBP	-33.08%
Page: 1 / 1 Rows:	J	Ji	out of -40.27%	Jan	Jan	out of -37.85%	Ja	Ja	Ja	out of 62,735 GBP	out of 41,984 GBP	out of -33.08%
1. January	39,027 9.9%	27,661 11.8%	-29.12%	223 7.2%	140 7.3%	-37.22%	0.57%	0.51%	-11.10%	3,991 GBP 6.4	4,032 GBP 9.1	1.02%
2. February	27,926 7.1%	18,242 7.8%	-34.68%	173 5.6%	109 5.7%	-36.99%	0.62%	0.60%	-3.47%	2,922 GBP 4.1	2,528 GBP 6.1	-13.50%
3. March	31,125 7.9%	21,896 9.3%	-29.65%	193 6.2%	123 6.4%	-36.27%	0.62%	0.56%	-9.54%	4,031 GBP 6.4	3,346 GBP 8.1	-17.00%
4. April	21,040 5.3%	15,458 6.6%	-26.53%	119 3.8%	84 4.4%	-29.41%	0.57%	0.54%	-1.27%	3,215 GBP 5.1	2,102 GBP 5.0	-34.60%
5. May	32,613 8.3%	17,819 7.6%	-45.36%	96 3.1%	121 6.3%	26.04%	0.29%	0.68%	122.24%	2,398 GBP 3.1	3,893 GBP 9.1	62.31%
6. June	42,435 10.8%	18,610 7.9%	-56.14%	121 3.9%	147 7.6%	21.49%	0.29%	0.79%	152.34%	2,322 GBP 3.1	3,741 GBP 8.9	61.14%
7. July	27,044 6.9%	23,595 10.0%	-12.75%	140 4.5%	193 10.0%	37.86%	0.52%	0.82%	52.82%	3,090 GBP 4.1	3,990 GBP 9.1	29.13%
8. August	23,044 5.9%	29,077 12.4%	26.18%	117 3.8%	235 12.2%	100.85%	0.51%	0.81%	44.93%	2,498 GBP 4.1	3,855 GBP 9.1	54.32%
9. September	24,375 6.2%	26,603 11.3%	9.14%	168 5.4%	303 15.7%	80.36%	0.69%	1.14%	50.30%	3,898 GBP 6.1	4,927 GBP 11.1	26.40%
10. October	37,392 9.5%	35,987 15.3%	-3.76%	213 6.9%	474 24.6%	122.54%	0.57%	1.32%	95.44%	4,719 GBP 7.5	9,569 GBP 22.1	102.76%
11. November	55,425 14.1%	0 0.0%	-100.00%	1,069 34.4%	0 0.0%	-100.00%	1.93%	0.00%	0.00%	18,317 GBP 29.1	0 GBP 0.0%	-100.00%
12. December	31,904 8.1%	0 0.0%	-100.00%	472 15.2%	0 0.0%	-100.00%	1.48%	0.00%	0.00%	11,333 GBP 18.1	0 GBP 0.0%	-100.00%