

DAZZLE SALAZAR

UX/UI DESIGNER

Design Process - Laptop Mag Sponsored Page Optimization

DESIGN PROCESS

About Laptop Mag

Laptop Mag provides in-depth reviews of the latest laptops, 2-in-1s and tablets to help shoppers pick the ideal product for their needs. The site's passionate editors also handpick the best deals to help consumers save money and give smart tips to help save them time. Total of 6.8 m global monthly users and 12.4 m global page views.

Project

For this project, we want to give our advertisers a sponsored takeover, a design strategy to connect our audience to their product, features only their brand's promotions and taking out all competitive brands to increase sales performances. I've collaborated with the VP of Marketing sales, Data and Insights and other internal stakeholders to help me create an effective design by understanding the goals, getting data, A/B test and conducting usability test.

Insights and Problems

Our Data and Insights team helped us with the audience analytics and to understand the customer journey. They identified devices that our users has been using to drive conversions from our sites campaign strategies, they've also help us to focus on the conversion points and to eliminate wasted impressions. They have reported that page has more views and conversions on desktops, the problem is that desktop view has so much going on, banner ads are interrupting the user experience, the ads slows down the review page and its causing us friction.

PAGE OPTIMIZATION WITH NATIVE ADS

01. USABILITY TEST

02. SKETCH VARIATIONS

03. A/B TEST

04. BANNER TESTING

05. CONCLUSION

06. FINAL DESIGN

07. COMPARISON

08. OTHER SAMPLES

ORIGINAL REVIEW PAGE

We performed usability test to define the problems with live conversation and guided scenario on finding a product specs, price, comparison to other competitors and what are they looking for on purchasing a product.

The screenshot shows a review for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a banner for a \$229 off deal on the Surface Pro & Black Type Cover. The main content features a large image of the Surface Pro 4 with its Type Cover attached. To the left is a sidebar with social sharing icons (Facebook, Twitter, Google+, LinkedIn, StumbleUpon) and a 'MORE' link. The review itself has a title 'Microsoft Surface Pro 4 Review' by Sam Rutherford on October 21, 2017. It includes a star rating of 4.5 stars, a 'The Pros' section listing benefits like a fast CPU and bright display, a 'The Cons' section mentioning battery life and price, and a 'Verdict' section concluding it's a good hybrid device. There's also a sidebar for 'FIND A REVIEW' and another for 'ASK A QUESTION'. At the bottom, there's a 'REVIEW' tab, a 'SPECIFICATIONS' tab, a 'SUBSCRIBE' form, and a 'FOLLOW US' section with social media links. A sidebar on the right lists 'MOST POPULAR' reviews, including 'Best and Worst Laptop Brands - 2015 Ratings' and 'How to Delete the Windows.old Folder in Windows 10'.

This screenshot shows a Microsoft advertisement titled 'Windows 10 vs. OS X El Capitan: Why Microsoft Wins' (number 5). It features a large image of a Microsoft Surface Pro 4 tablet with its keyboard cover attached. The ad highlights several points: the magnesium body feels solid, the friction-hinged kickstand is secure, there's a thin vent along the edge, and a shiny Microsoft badge on the back. It also notes the angled edges are sharp. Below the main image is a smaller image of a bird. The ad includes a 'Shop now' button and a 'LAPTOP' logo. To the right, there's a 'RELATED REVIEWS' section with thumbnails for 'Lenovo ThinkPad Yoga 260', 'Vaio Z Flip', 'Dell XPS 12 (2016)', 'E Fun Nextbook Flexx 9', and 'Kurio Smart', each with a star rating.

The review page has so much going on and banner ads are interrupting the user experience

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USABILITY TEST

Pain Points

- Page loads really slow because of the banner ad's rendering.
- Too many things going on the side bar it's hard to read the content.
- Users are scrolling the page to way too fast that they missed out some important notes from the editor's review.
- Not being able to find the price and the description they are looking for.
- Not being able to compare the product to other competitors
- Ignoring ad banners that is causing waste impressions

Goals

- Features only the brand's promotions, taking out all competitive brands.
- Adding interactive comparison bar
- Provide page designs that are clean, easy to read and engaging
- To make sure that our site loads fast so that we won't have friction
- Removing ad fatigue
- Eliminates all non-essential navigation
- IAB banners convert to native banners
- Secures from ad blocking.
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Multi-platform. Captures your audience wherever they are spending their time online

The screenshot shows the 'Laptops' section of the Laptops Mag website. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a search bar and a 'SEARCH' button. A prominent advertisement for Microsoft Surface Pro 4 is displayed, showing a laptop and a tablet with a \$229 discount. The main content area features a review for the Microsoft Surface Pro 4, written by Sam Rutherford on October 21, 2017. The review has a 4-star rating. It includes sections for 'The Pros' (Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU) and 'The Cons' (Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera). The 'Verdict' section states that while it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life. Below the review, there's a price of \$799 from Amazon. On the right side, there are sections for 'FIND A REVIEW', 'ASK A QUESTION', and 'SUBSCRIBE'. There's also a 'FOLLOW US' section with social media icons for Facebook, Twitter, LinkedIn, Google+, and RSS. A 'MOST POPULAR' sidebar lists five articles: 1. Best and Worst Laptop Brands - 2015 Ratings, 2. How to Delete the Windows.old Folder in Windows 10, 3. Edge vs. Chrome vs. Firefox: Battle of the Windows 10 Browsers, 4. Dell XPS 13 (2015, Nontouch) - Full Review & Benchmarks, and 5. Windows 10 vs. OS X El Capitan: Why Microsoft Wins.

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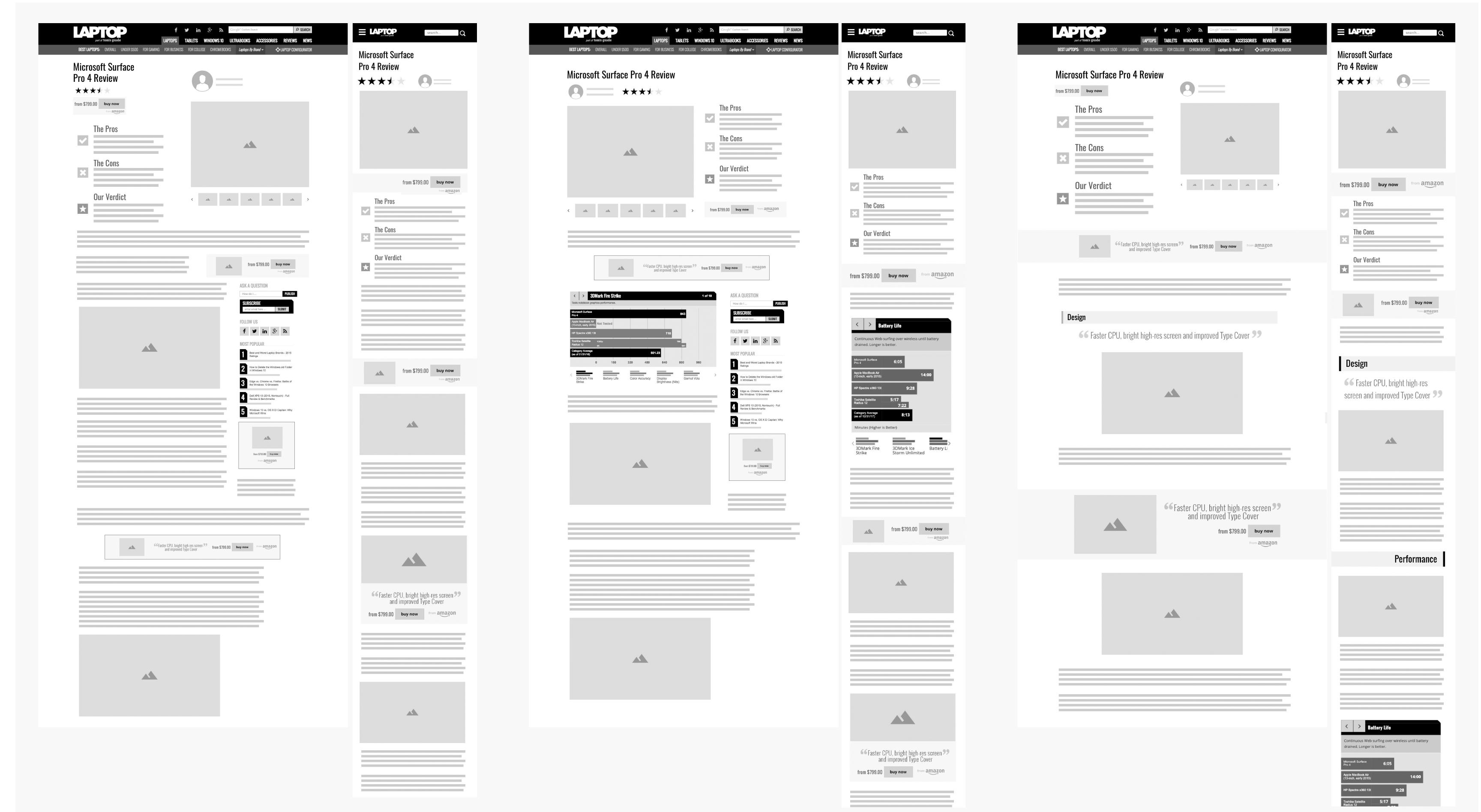
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SKETCH VARIATIONS AND TESTING

We worked on the low-fi (sketches) on how the page layout will look like, our goal is to make it look clean, easy to read for users, as well as experimenting placement of the banner ads. With so many rounds of iterations we decided to pick two for A/B test.



Sketching out new page and designing a cleaner layout with the placement of native ads

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SPLIT TEST

The screenshots illustrate a series of A/B test variations for a Microsoft Surface Pro 4 review. The variations include:

- Top navigation bar with 'LAPTOP' logo.
- Review title: 'Microsoft Surface Pro 4 Review'.
- Review author: 'Sam Rutherford Staff Writer'.
- Rating: 4.5 stars.
- Price: 'from \$799.00'.
- Call-to-action: 'buy now'.
- Amazon link: 'from amazon'.
- Product image: Microsoft Surface Pro 4.
- Review text sections:
 - The Pros:** Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU.
 - The Cons:** Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera.
 - Our Verdict:** While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.
- Comparison chart: 'HOW THE MICROSOFT SURFACE PRO 4 STACKS UP' comparing Overall Performance across various devices.
- Bottom line summary.
- Performance chart: 'Microsoft Surface Pro 4' vs. Apple MacBook Air (13-inch, early 2015) and HP Spectre x360 13.
- Design section: 'Microsoft Surface Pro 4'.
- Performance section: 'Microsoft Surface Pro 4'.
- Bottom line summary.

Conversion Rate Officers are working on experiments and getting the user behaviors by using heat maps as well as screen records to see what the users are up to, where they scroll, stop and read. They provided us with a report with actionable recommendations for our layouts, native ad placements, CTA color, and headlines to uplift the conversion rate of the new page layout.

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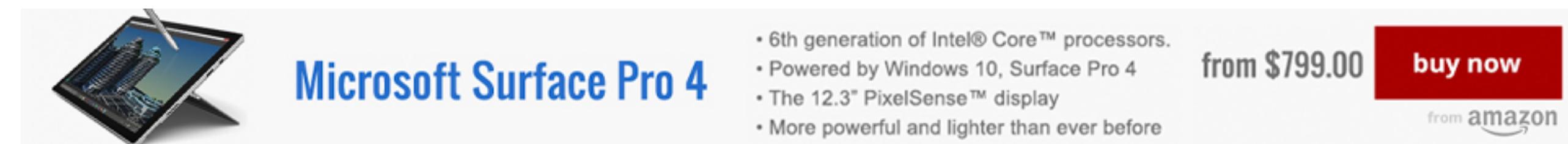
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CTA, HEADLINES AD SIZES EXPERIMENTS

Did some experimenting elements on the native ads, like changing the color of buttons (CTA), changing the headlines, product descriptions, font sizes, banner sizes and types, images to see what performs best and the ones that are engaging to our audience. We've also created a native messaging tailored to meet your campaign goals.

Red (Original color of the button)



970x90



970x250

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Yellow Button



1000x180

Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
- Powered by Windows 10, Surface Pro 4
- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

from \$799.00

buy now

from amazon

ADVERTISEMENT



1000x380

“Faster CPU, bright high-res screen”
and improved Type Cover

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ADVERTISEMENT

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TEST INSIGHTS

The red call-to-action button is what we use for Laptop Mag BUT the yellow receives more clicks from the test's report, so we changed the default CTA color to yellow. We received a good engagements using the editors headline rather than the branded headlines. The new comparison bar is more engaging specially when we placed before the review ends it shows that audience enjoyed reading the product's review before they compare it. Audience are more engage with the new experience of the page without the IAB banners.

RESULTS

From our tests, the look and feel of the optimized and native design offers a powerful advantage for our advertisers to interact with the targeted consumers while generating brand lift. The redesigned page are more persuasive, drive user focus and traffic is at nearly twice. Showing a 40-70% increase in CTR, 30-40% increase in conversion rate and ~32% - ~95% increase in sales. Better user experience - rids of any distractions and clutter with a cleaner layout. Optimized and native ads may cost more upfront, but the difference in CTR proves it's worth in the investment.

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FINAL DESIGN

Laptops.com

Microsoft Surface Pro 4 Review

By Sam Rutherford | October 21, 2017

from \$799.00 **buy now** from amazon

The Pros

- Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons

- Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 4 has changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines hit the shelves, here comes the Surface Pro 4.

Design

“Faster CPU, bright high-res screen and improved Type Cover”

Microsoft Surface Pro 4

• 6th generation of Intel® Core™ processors.
• Powered by Windows 10, Surface Pro 4
• The 12.3" PixelSense™ display
• More powerful and lighter than ever before

from \$799.00 **buy now** from amazon

Performance

Featuring a 2.4-GHz Intel Core i5-6300U CPU, 8GB of RAM and a 256GB SSD, the Surface Pro 4 has enough oomph to deal with pretty much any non-3D-intensive application. You want to stream multiple 1080p videos with up to 20 tabs open in the background? No problem, and there's plenty of speed left over to handle Skype, Photoshop and a few PDFs at the same time, too.

Overall Performance

Category	Microsoft Surface Pro 4	Apple MacBook Air (13-inch, early 2015)	HP Spectre x360 13t	Category Average
Graphics Performance	650	520	520	390
Hard Drive Speed	520	520	520	390
Overall Performance	650	520	520	390
Spreadsheet Performance	520	520	520	390
World of Warcraft (autodetect)	650	520	520	390

Bottom Line

I want to give the Surface Pro 4 a higher score. The PixelSense display is superb bit of engineering, and the new 6th Gen Intel chip delivers the kind of swift performance I'm looking for, but the 6-hour battery life holds the SP4 back from glory. For stylus aficionados, the increased pressure sensitivity and optional pen tip give more depth to your drawings, but probably won't do much to improve the chicken-scratch notes everyone else is making. Instead of the leap we saw on the Surface Pro 3, the SP4 is an iterative step forward with a sizeable step back on battery life.

Deliver Results and better user experience - rids of any distractions and clutter with a cleaner layout. Visually engaging than traditional review pages with display ads.

Unless you pull out your magnifying glass, the Surface Pro 4 looks nearly identical to last year's model, although that's not really a bad thing. The magnesium body feels solid, as does the friction-hinged kickstand, which rotates back with a stiff but secure-feeling action. There's a thin vent that runs part of the way around the edge to help cool the system and a new, shiny Microsoft badge on the back. The angled edges are sharp without being painful, and, as before, the Type Cover flips around and lies flat against the back when you put the device in tablet mode.

Microsoft Surface Pro 4

“Faster CPU, bright high-res screen and improved Type Cover”

Performance

Featuring a 2.4-GHz Intel Core i5-6300U CPU, 8GB of RAM and a 256GB SSD, the Surface Pro 4 has enough oomph to deal with pretty much any non-3D-intensive application. You want to stream multiple 1080p videos with upward of 20 Chrome tabs open in the background? No problem, and there's plenty of speed left over to handle Skype, Photoshop and a few PDFs at the same time, too.

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COMPARISON

BEFORE

The screenshot shows a review article for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links like Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a Microsoft advertisement for \$229 off Surface Pro & Black Type Cover. The main content area features a large image of a person using the Surface Pro 4, followed by sections for 'The Pros' (Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU), 'The Cons' (Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera), and 'Verdict' (While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life). There's also a 'FIND A REVIEW' search bar and a 'MORE' section with social sharing icons (Facebook, Twitter, Google+, LinkedIn, StumbleUpon) and a '\$799 from Amazon' button.

3DMark Fire Strike
Tests notebook graphics performance.
1 of 10

Model	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12 1080p 4K	786
Category Average (as of 01/31/16)	601.23

0 160 320 480 640 800 960

3DMark Fire Strike Battery Life Color Accuracy Display Brightness (Nits) Gamut Volu

MOST POPULAR

- 1 Best and Worst Laptop Brands - 2015 Ratings
- 2 How to Delete the Windows.old Folder in Windows 10

AFTER

The screenshot shows the same review article after optimization. The layout is identical to the 'Before' version, but the content has been updated. The 'The Pros' section now includes a note about the best Type Cover yet and mentions the Pixel Sense display. The 'The Cons' section notes below-average battery life and price. The 'Verdict' section emphasizes the faster CPU, bright high-res screen, and improved Type Cover. The 'FIND A REVIEW' search bar and social sharing icons remain. The '3DMark Fire Strike' chart and 'MOST POPULAR' sidebar are also present. The overall design is clean and professional.

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2017

★★★★★
from \$799.00 **buy now** from amazon

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Microsoft Surface Pro 4
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While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Design

“ Faster CPU, bright high-res screen and improved Type Cover ”

30-70% increase in CTR

20-30% increase in conversion rate

~32% - ~95% increase in sales

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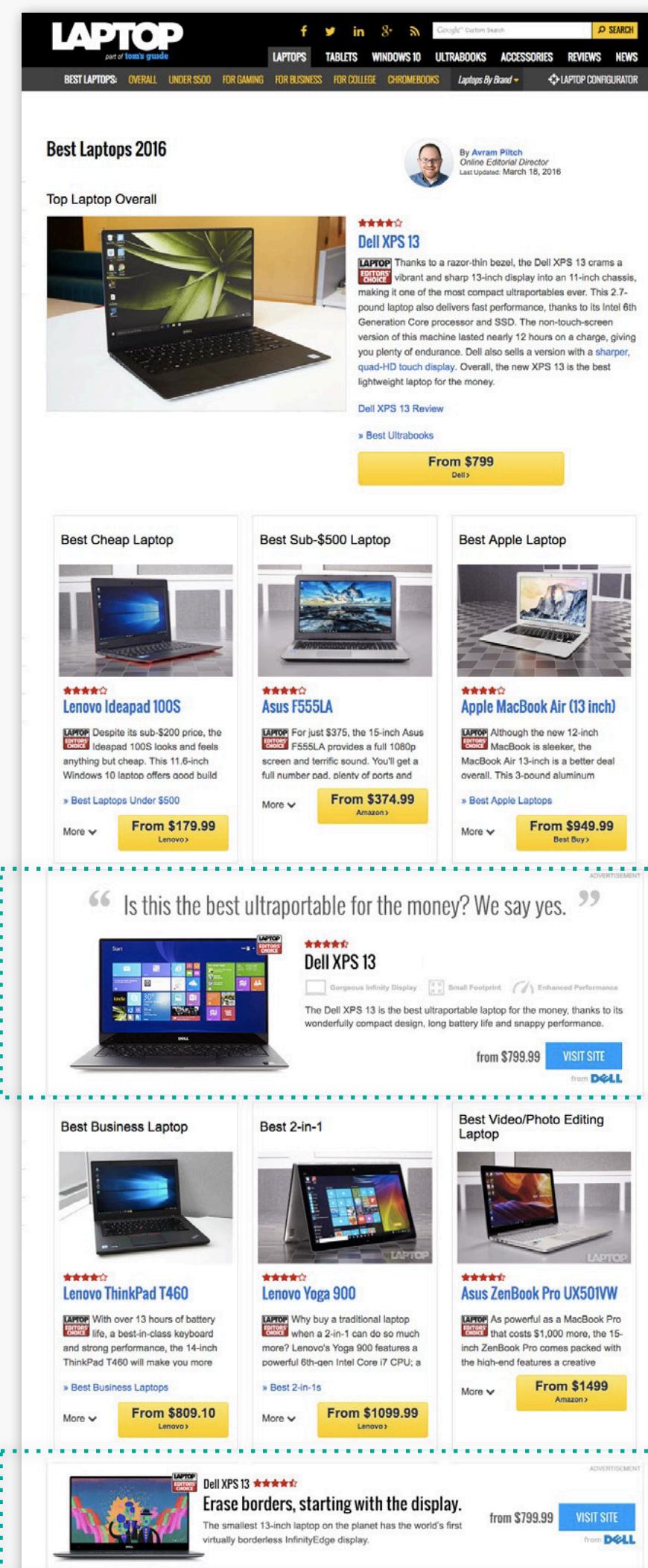
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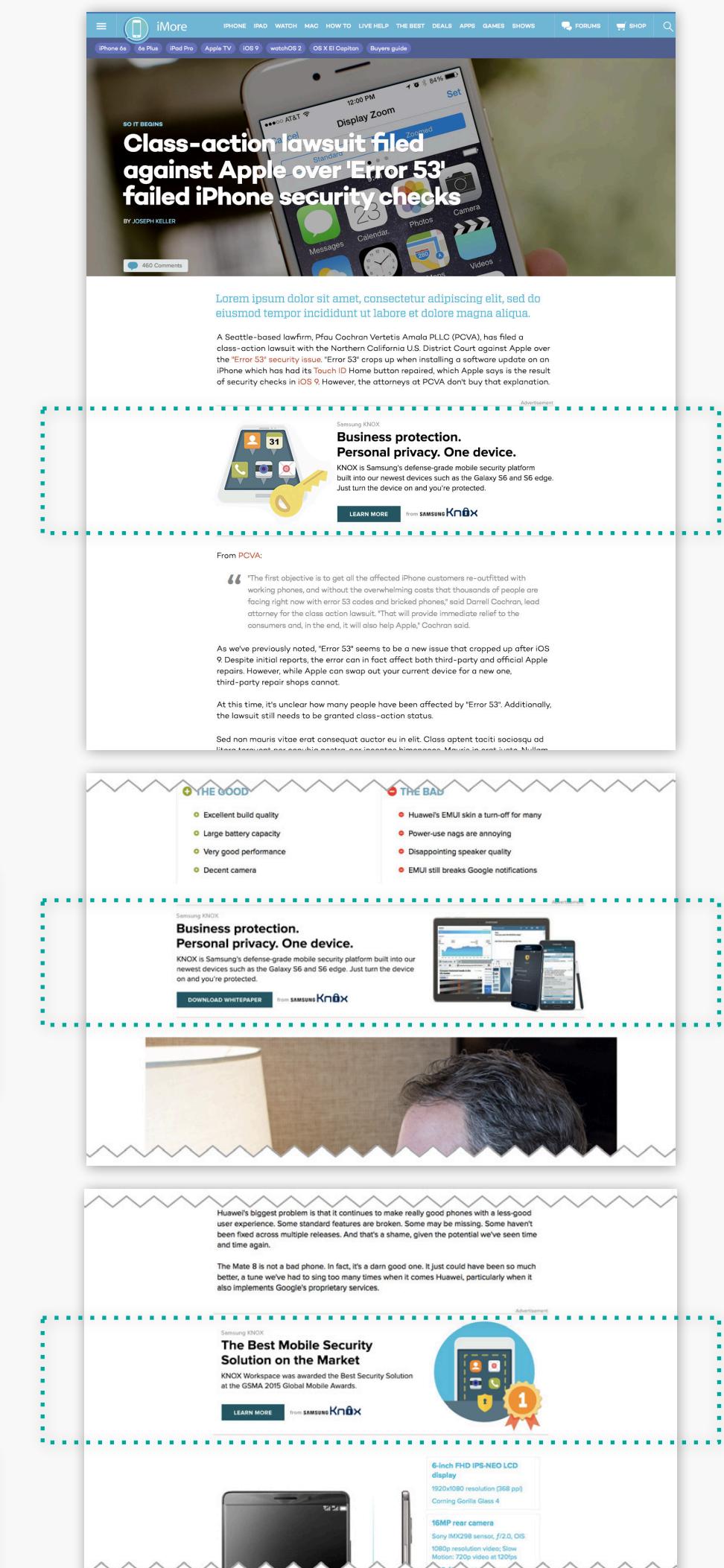
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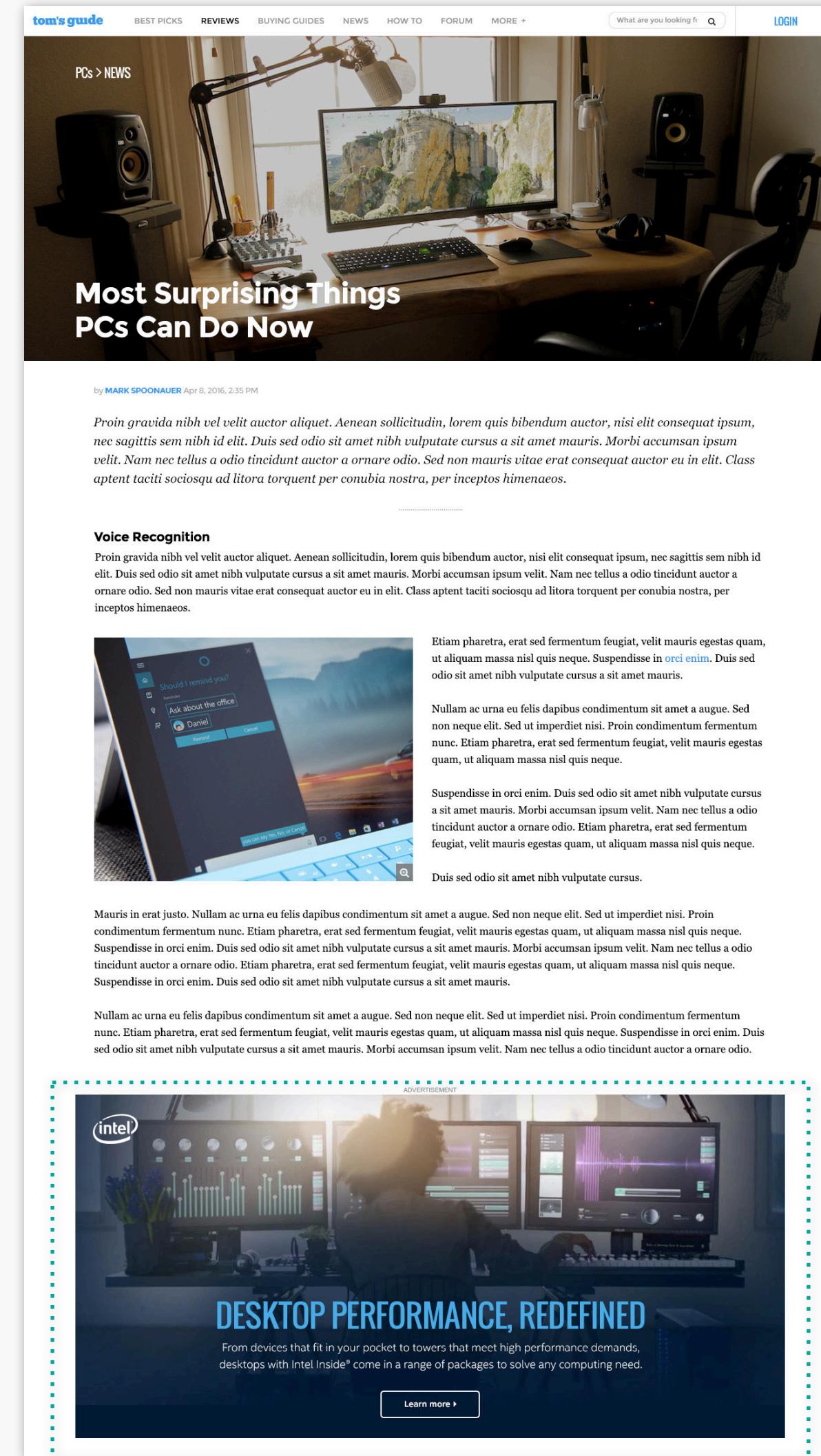
OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS



Drive Sales



Lead Gen



Brand Engagement