New UI Performance Analysis

Feven .L Mammo
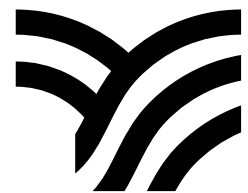
Project recap

Problem statement

Analysis

KPI's and Findings

Recommendations

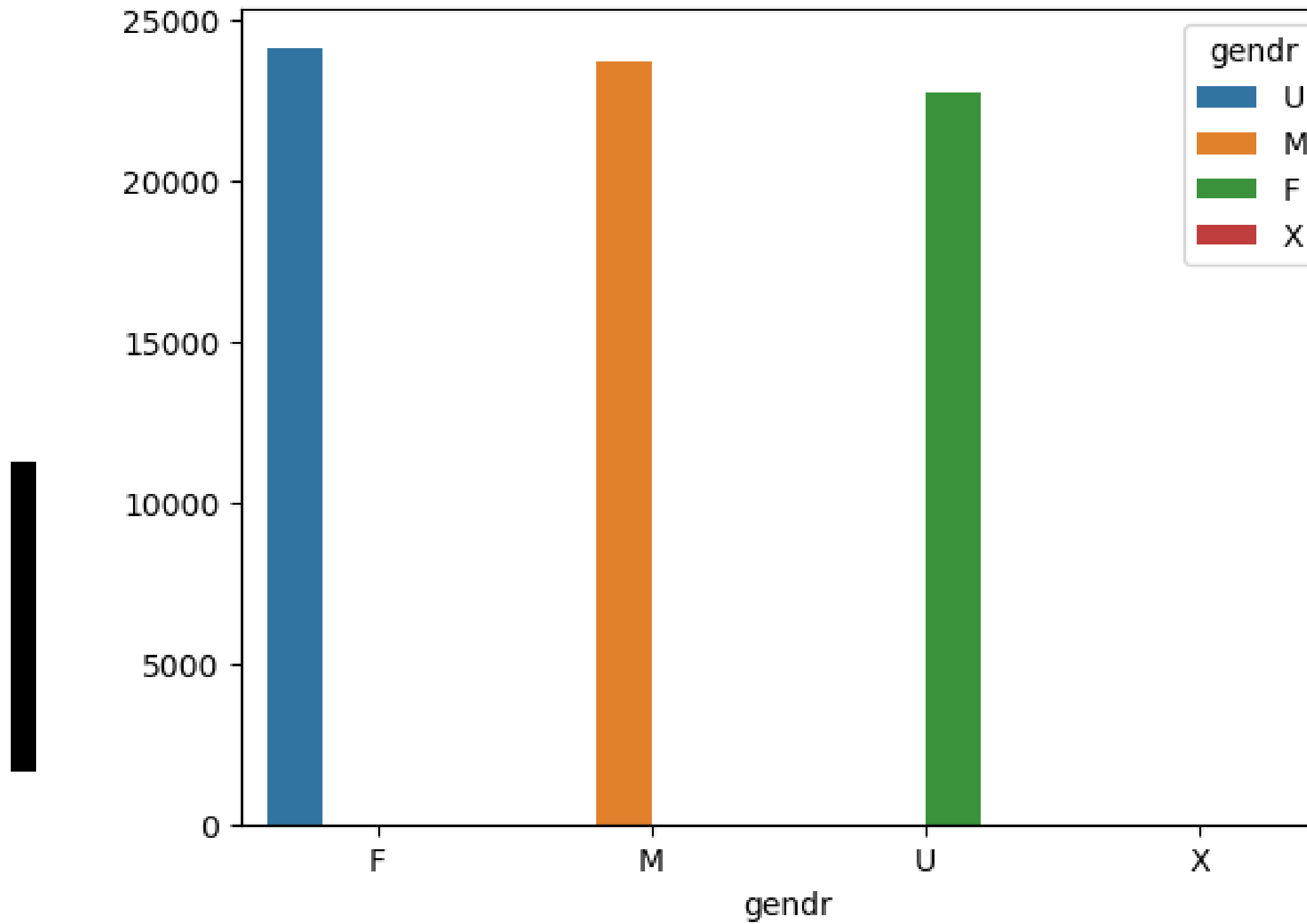# Todays agenda

- **New user interface (UI) has been implemented.**
- **A/B test : March.15.17 - June.20.17**
- **Control group: traditional online process.**
- **Test group: new digital interface.**
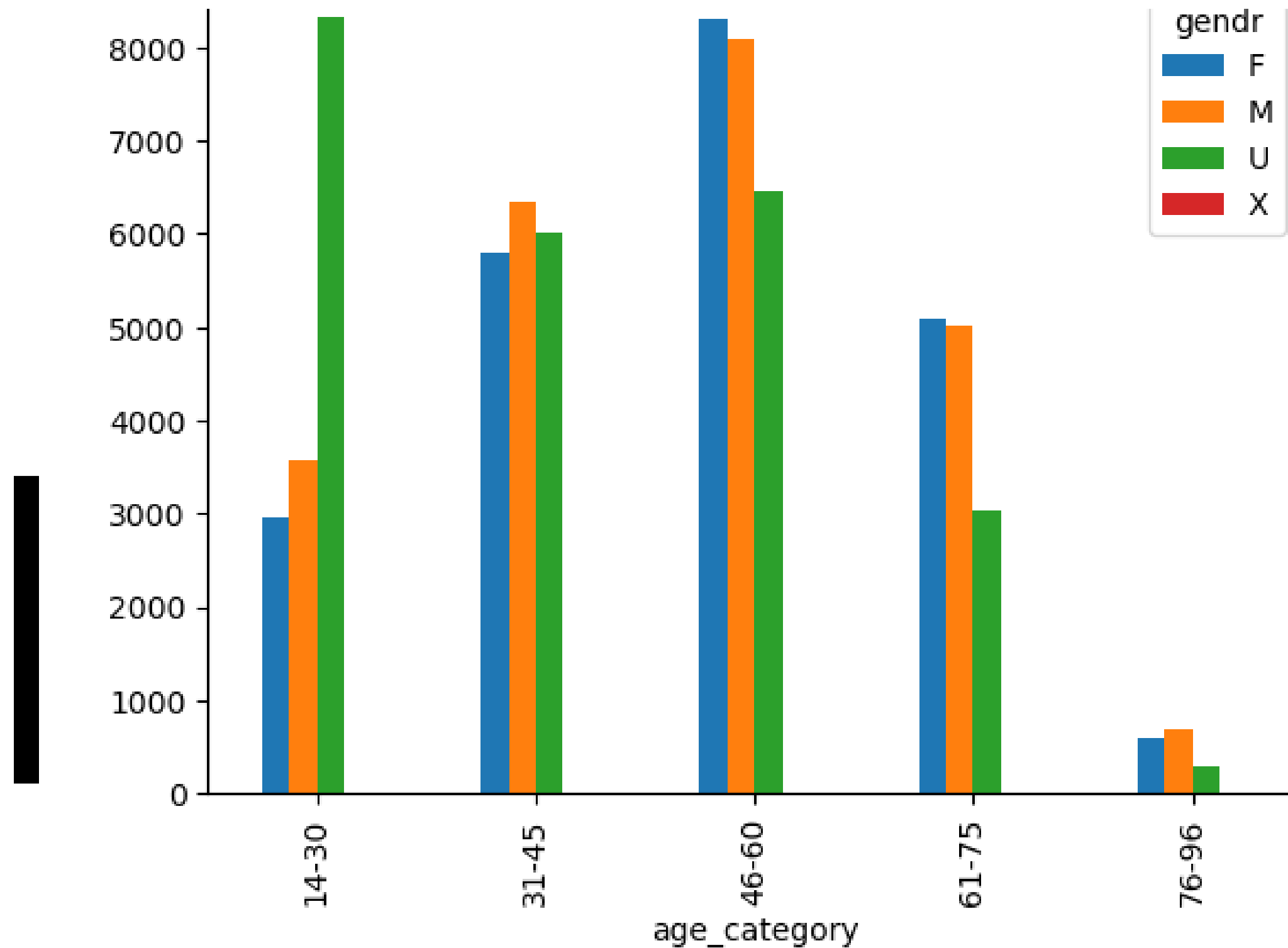
Project recap

- **Would these changes encourage more clients to complete the process?**
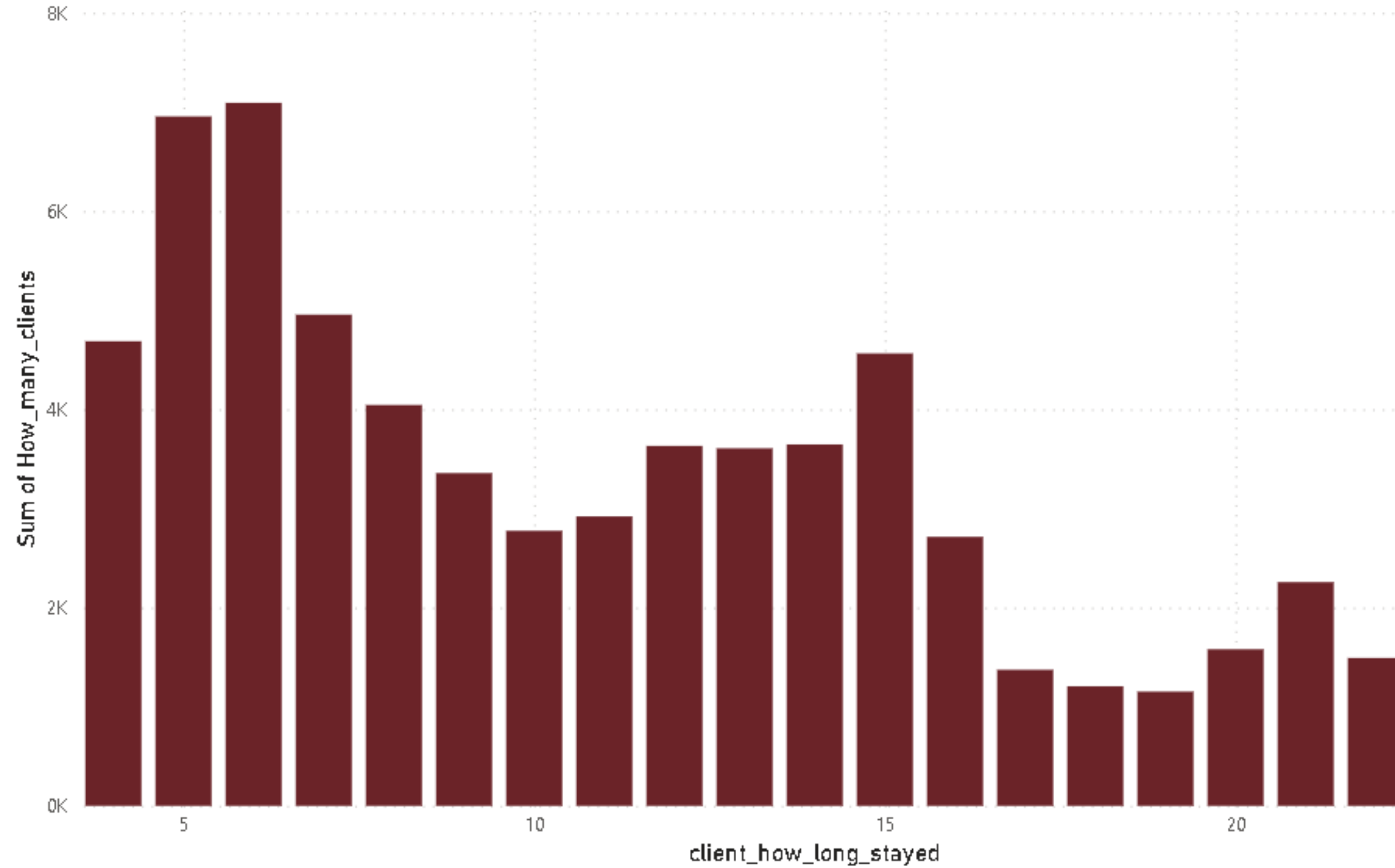
Problem statement

Analysis

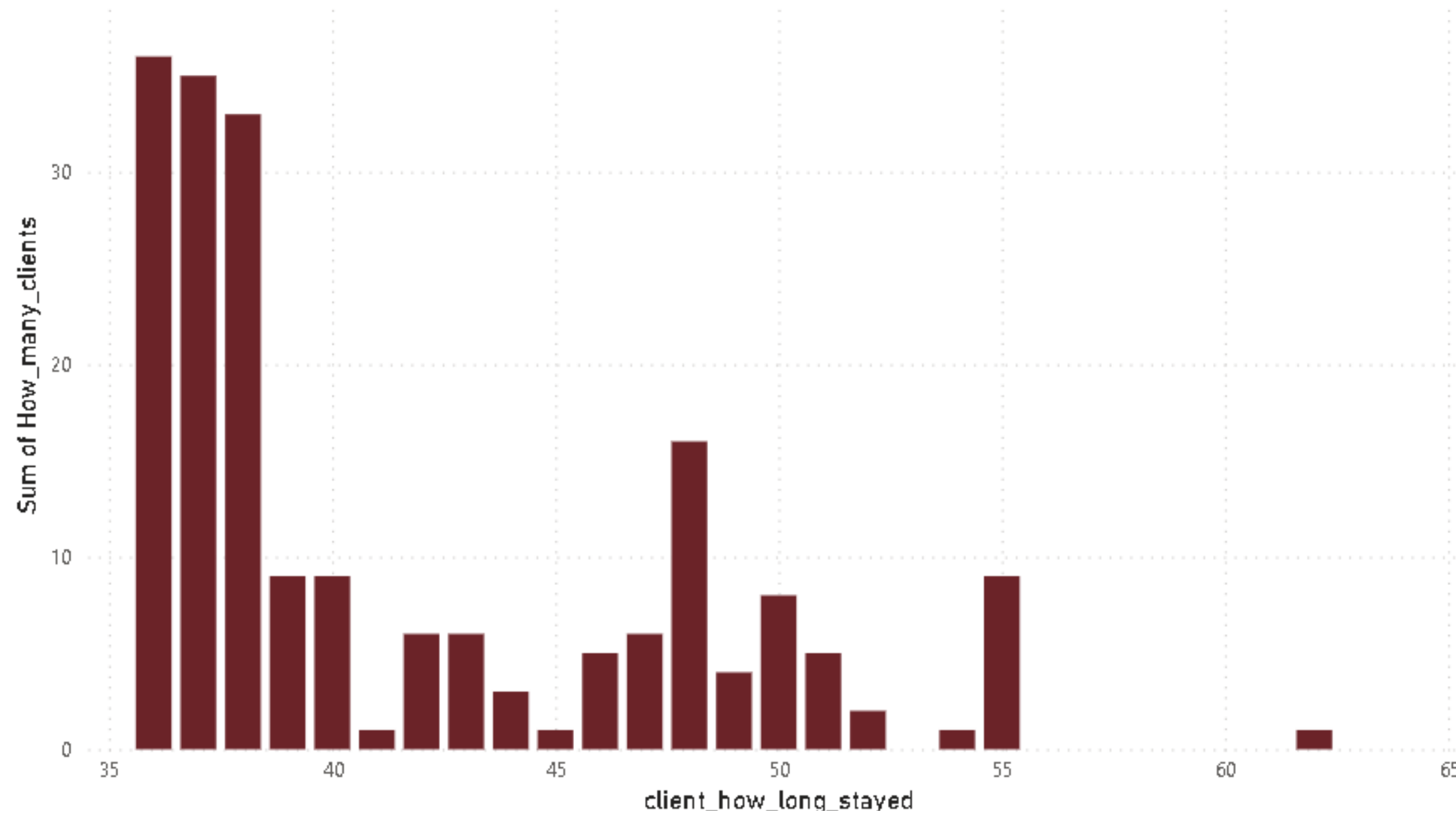- **Primary clients**

Analysis

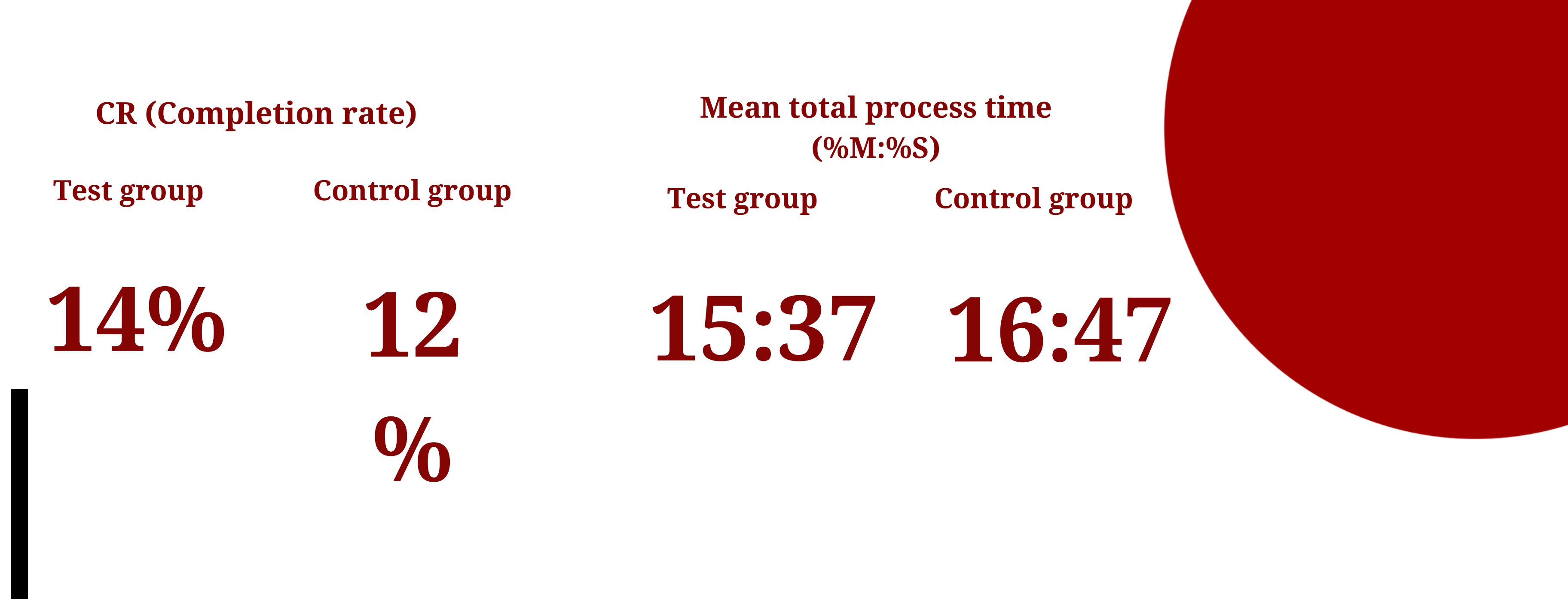- **Primary clients younger or older**

Analysis

- **Primary clients how long since joining**

Analysis

- **Primary clients how long since joining**

CR (Completion rate)

Test group

Control group

14%

12%

Mean total process time (%M:%S)

Test group

Control group

15:37

16:47

KPI's and findings

Average time spent of each step

Error rate

Test group

Control group

Test group

Control group

6 min   8 min   31%   23%
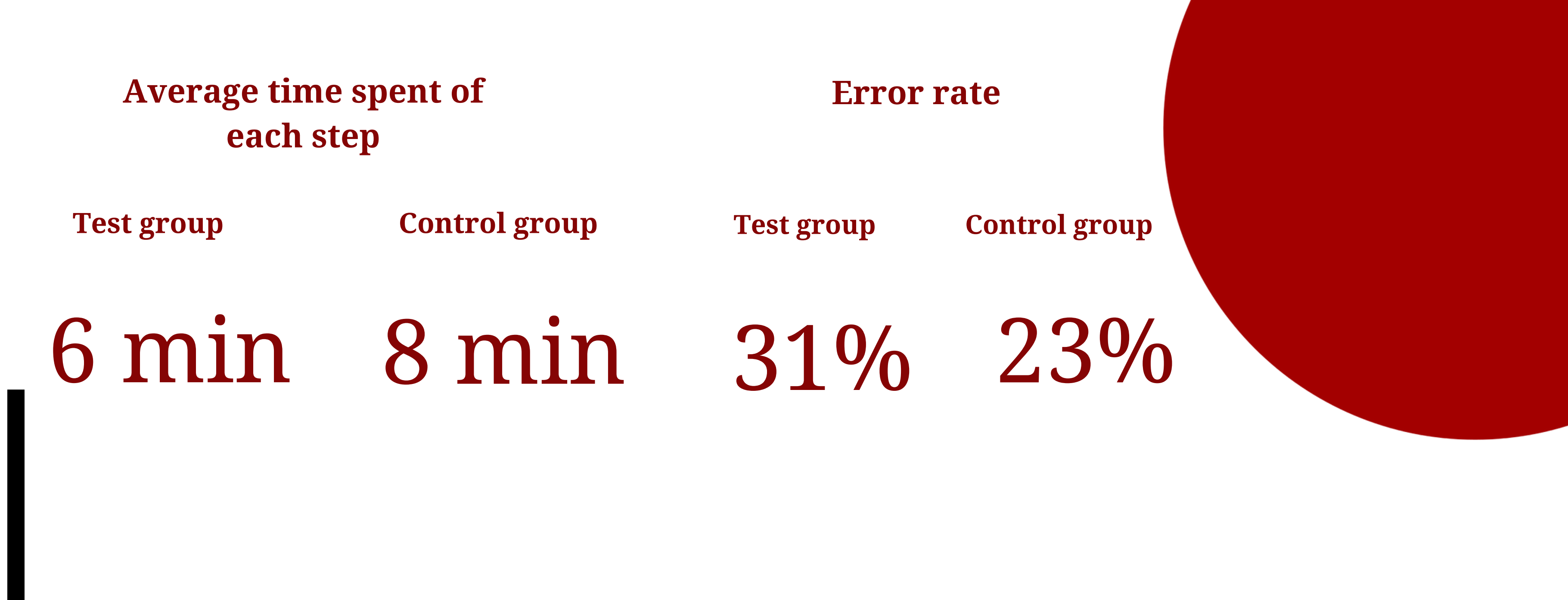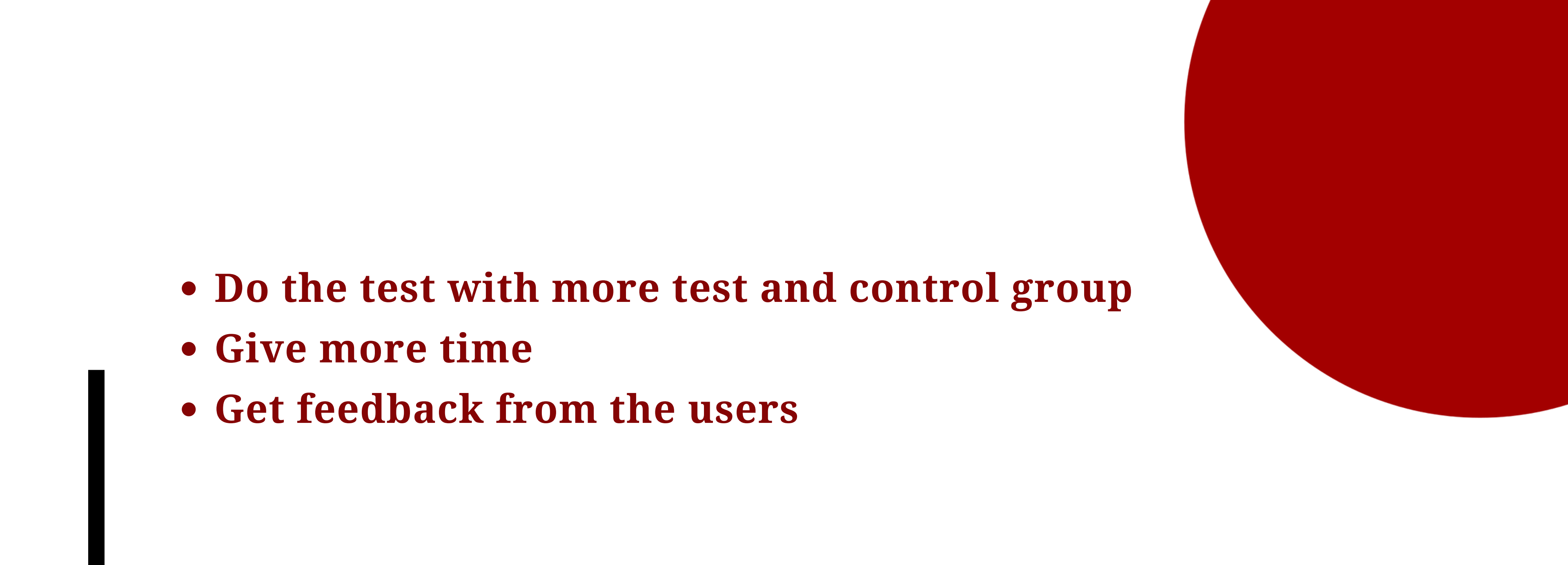
KPI's and findings

- **Do the test with more test and control group**
- **Give more time**
- **Get feedback from the users**

More data visualizations can be found using these link:

Recommendation

Question and feedback are very welcome.

Thank you so much for listening!