LK Beneett

Case Study

Mobile web interface product page re-platforming, made with love!

LK BENNETT
LONDON

AVERY NAVY POLKA DOT
MIDI DRESS

£250.00

COLOUR: BLUE WHITE
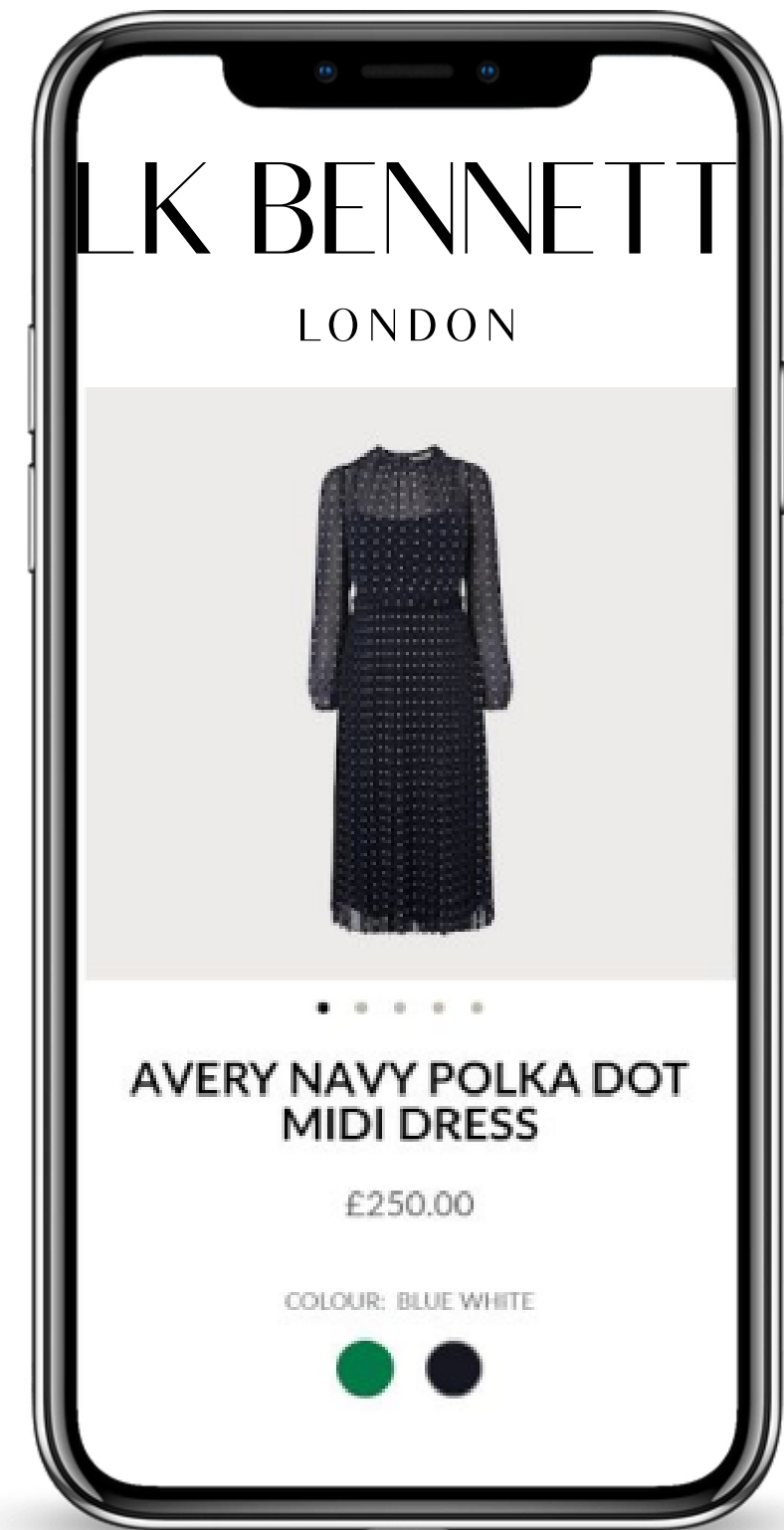
Problem Statement

## Why re-platforming mobile interface is a priority?

- **Higher revenue:** generating **23%** more revenue than web interface.

- **Higher number of visits:** users are **3x** more likely to visit the platform through the mobile interface.

- **Lower conversion:** users are **2x** less likely to complete the checkout journey through mobile interface

## Why re-platforming the product page is the priority?

- **High exit rate**: users are most likely to drop off the platform directly after landing on the product page:

  - **2x** more than category page
  - **7x** more than home page

- **Low activity rate:** product page have the lowest activity rate compared to the top main key pages [home page, category page]
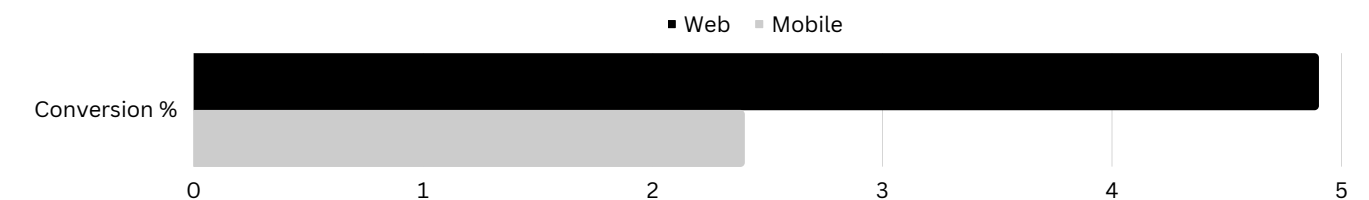
General Stats & Key Insights:

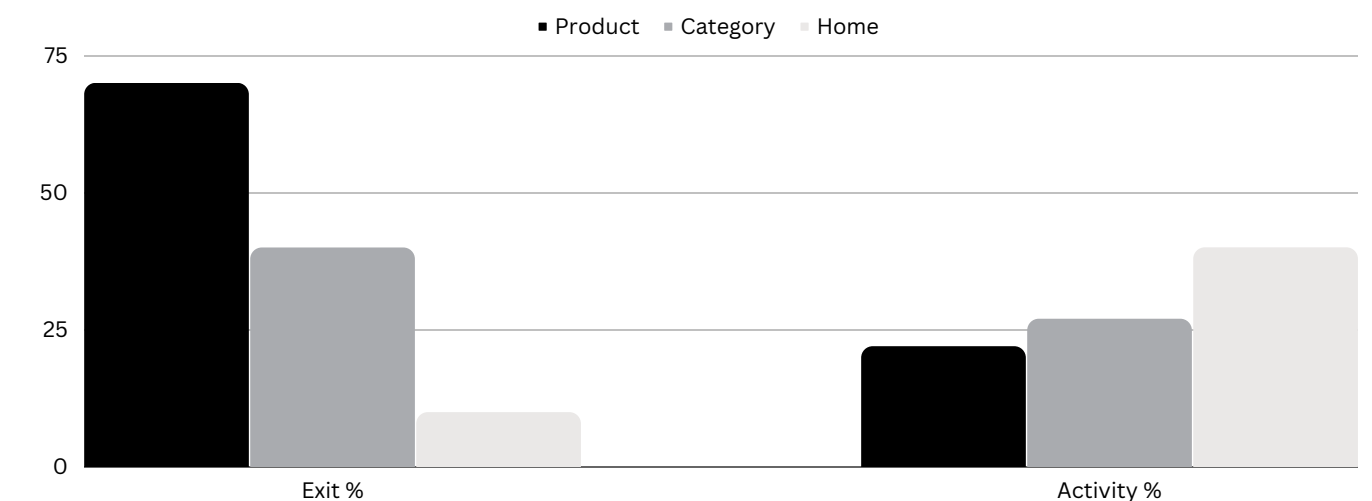- **3.32** mobile user for each web user.
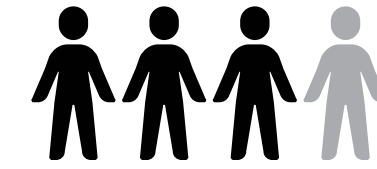
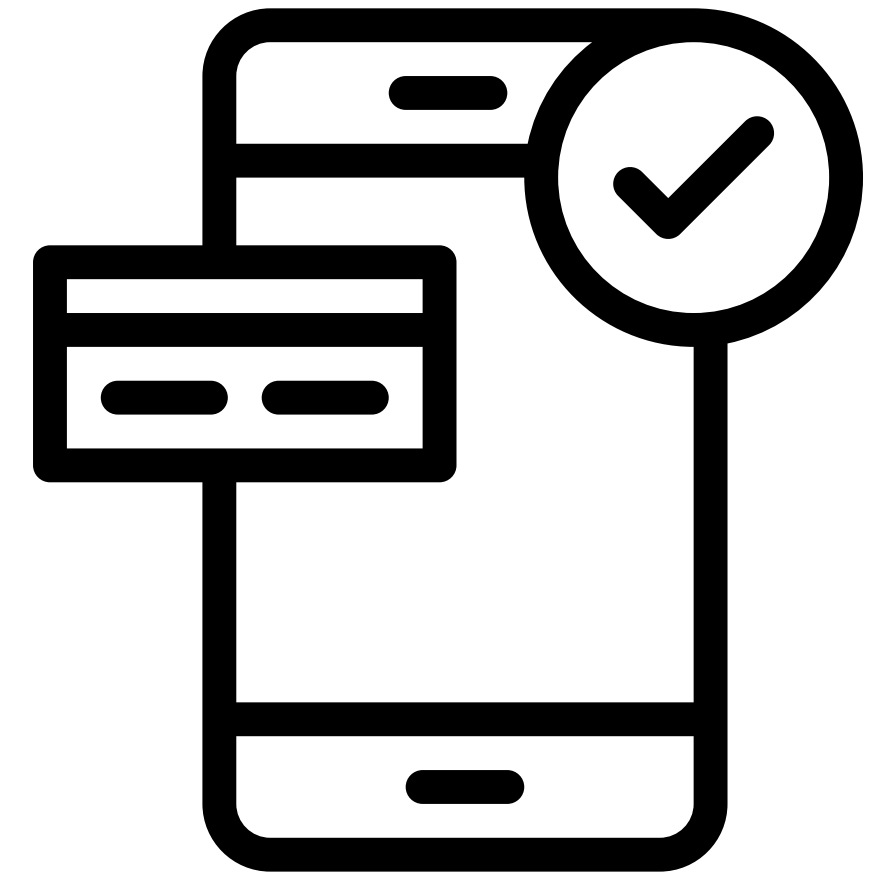- **57%** of all revenue is generated by the mobile interface.

57%
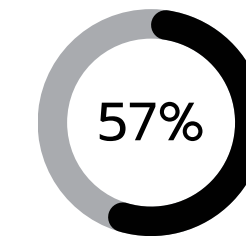
- Conversion rate for web interface is **2x** the conversion rate in mobile.

- **70%** exit rate for users landed on product page, and **22%** activity rate.
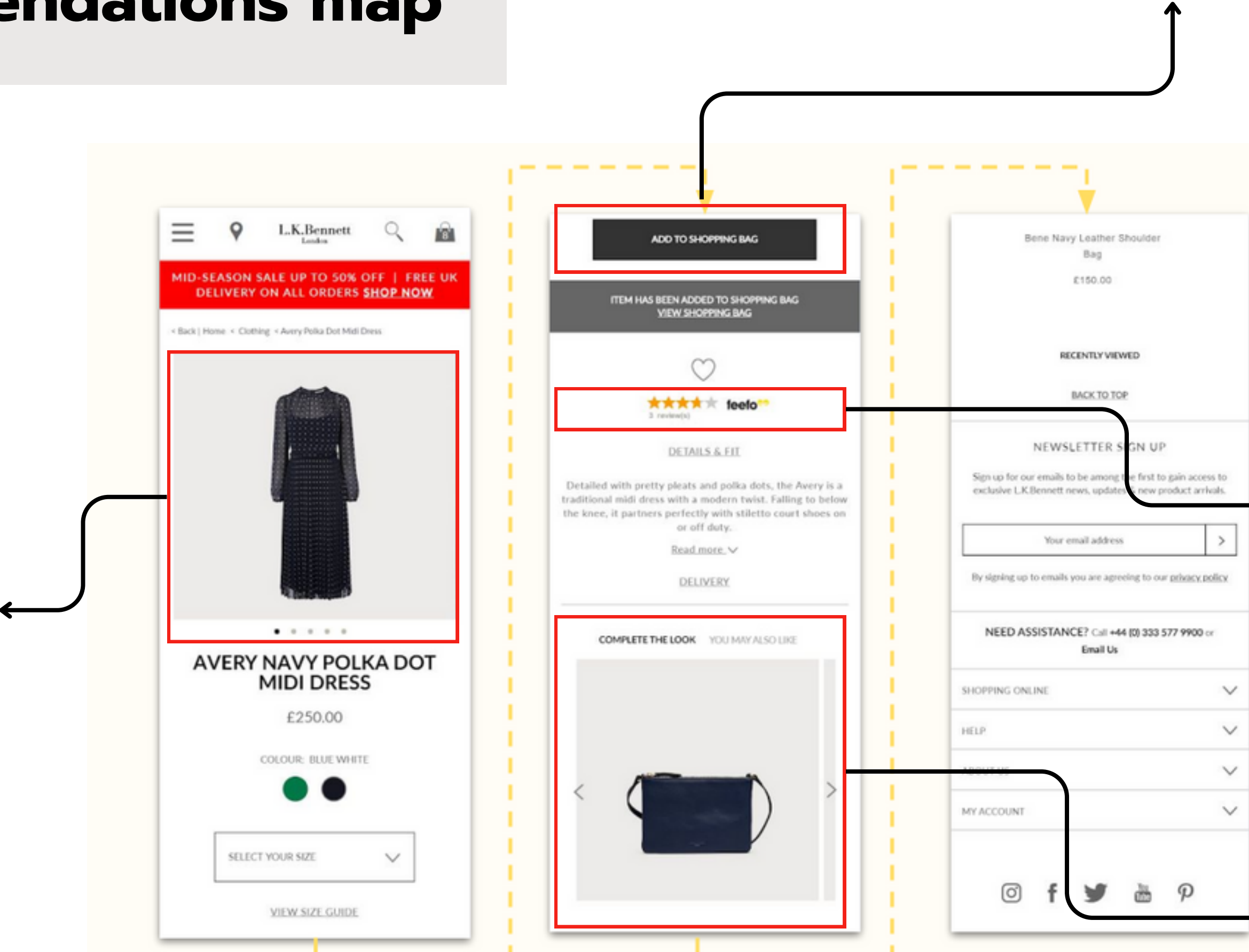
Product Page Recommendations

Recommendations map

1. **"Add to cart" button**

2. **Products Recommendation Section**

3. **Reviews Section**

4. **Images Section**

• "Add to cart" button

Overview

- "Add to cart" button is the main button for starting the checkout journey, highly correlated with the overall conversion rate.

- Users have low exposure for the "add to cart" button, due to where it's located in the page, users have to scroll down to find the button.

- Low accessibility for the button effecting the click rate and the overall conversion rate.

Solution

- Adding the button in a sticky widget pinned in the bottom of the page, so the section could be exposed to user through his navigation.

Data & Insights
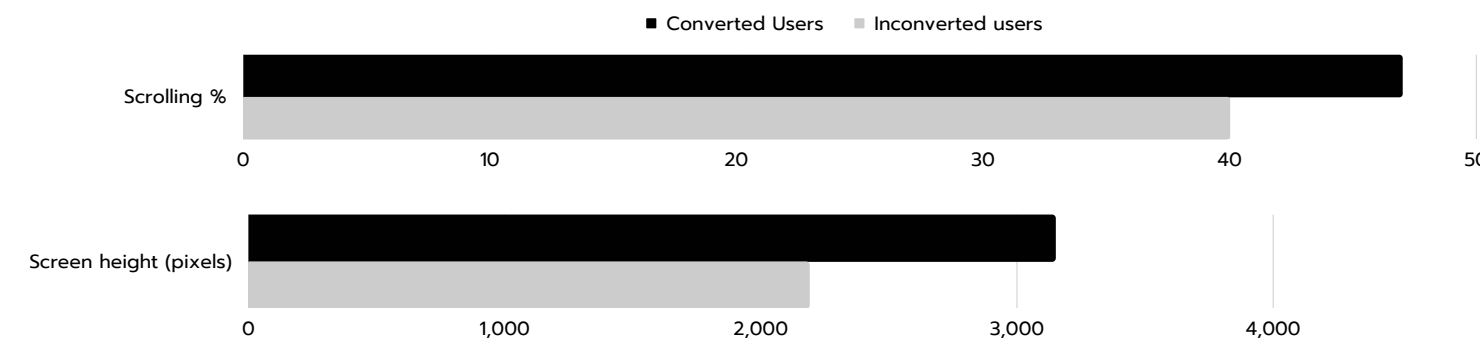
- Scrolling the page is correlated with purchasing an item, **users with transactions** have scrolling rate of **47%** while it's **40%** for users with no transactions.

- **User with transactions** had higher screen height by a margin of **5%** than **user with no transactions**.

- Exposure rate is **positively correlated** with click rate with a coefficient of **0.6**, and to maximize the usage of button, the best practice is to make it visible for the user and increase it's exposure rate.

0.6
Correlation Coefficient

"Add to cart" button ⟶ **43%**
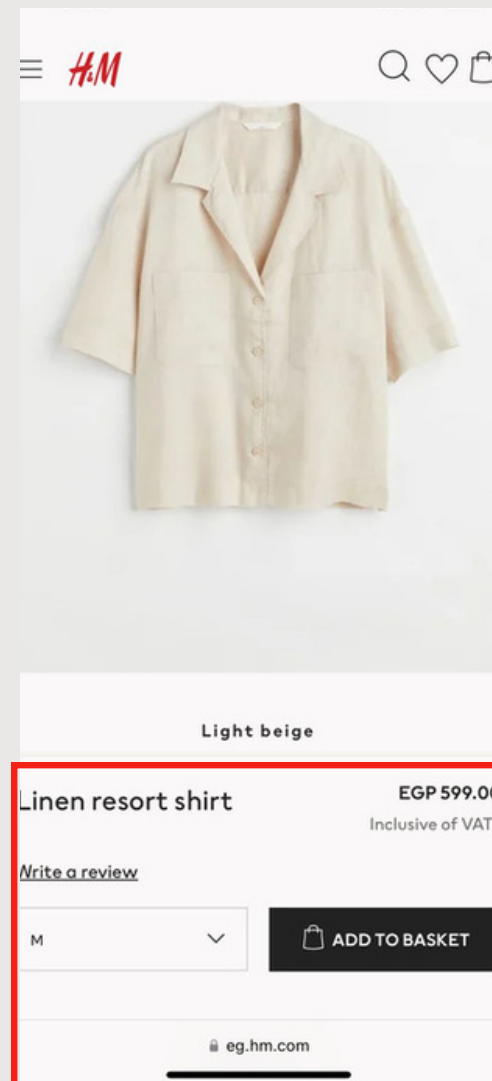Exposure Rate

7.8%
Click rate

- Due to minimized exposure rate of **43%**, add to cart button have a very low click rate of **7.8%**.

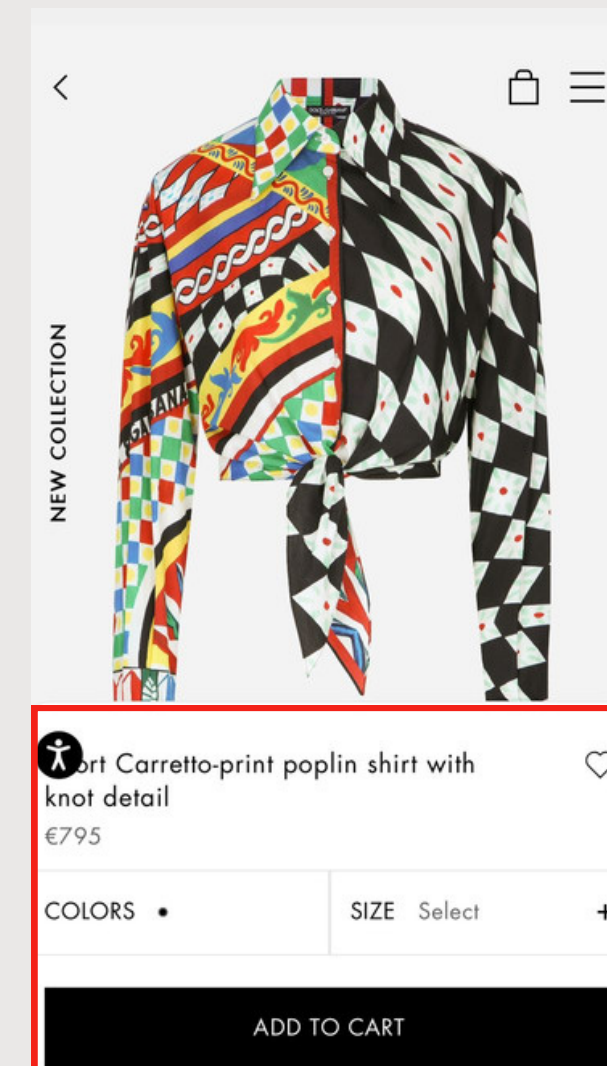# • Recommended Solution

Best practices from other retailers

Sticky widget attached to the page.

• Products Recommendation Section

Overview

- Time spent on the product page is a very important factor in overall conversion.

- Although users tends to have high interaction with the section and it provides them high value in cart conversion, but data is showing low redirections for another product pages.

Required Validation

- Clicking rate for "you may also like" tab.

Solution

- Separating the two tabs to make "you may also like tab" more visible and clear for the user so they can navigate easily through the section and choose similar products.

- Adding the section to the to-be added sticky widget, making it more accessible for the users.

Data & Insights

- Users with interactions have a higher time spent on the product page compared to no interactions users by a margin of **38%**.

■ Users with interactionsUsers   ■ Inconverted users

Time spent

0s   20s   40s   60s
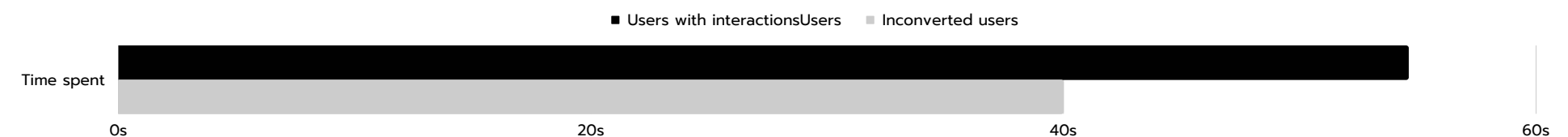
- Product recommendation section have the **highest attractiveness rate & cart conversion rate**. **62%** of users who scrolled to this portion clicked on it, and **40%** added an item to the cart after clicking on it.

62%
Attractiveness rate

- **60%** of **users with transactions** only visited one other product before adding item to cart.

Product Page   100%
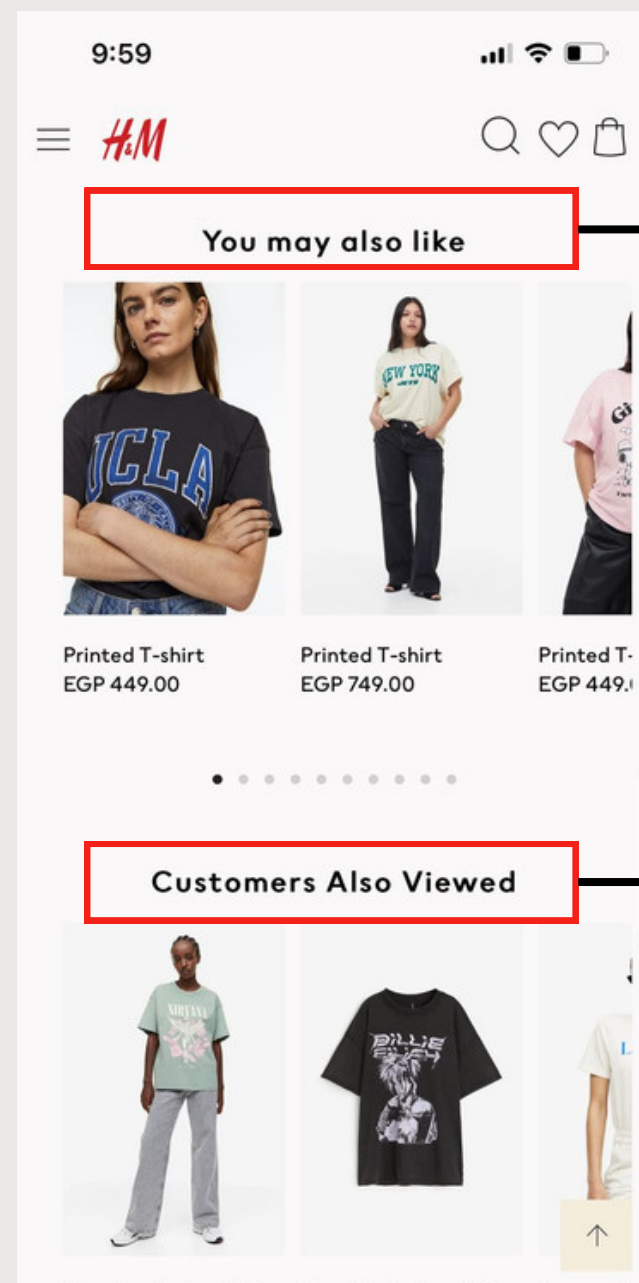Product Page   70%
Add to cart   60%

70%
Exit Rate
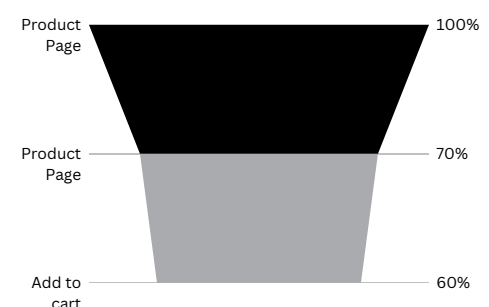
- **70%** of **users without transactions** exited the platform before navigating to another product, and only **20%** visited other product.

Product Page   100%
Product Page   20%
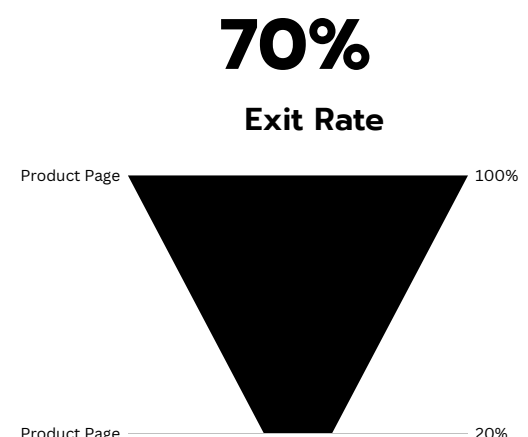
Recommended Solution

Best practices for other retailers

Two separate sections for products recommendations.

Sections are added to sticky widget.

● Reviews Section

Overview

- User tend to validate their potential purchasing choices by navigating through the product reviews.

- Users who navigate through the reviews are most likely to add item to cart.

- Although the high and critical role for the section in converting users into adding item to cart, it has a very low attractiveness rate.

Required validation

- % of users who navigated into the reviews page for both categories [users with transactions and users with no transactions].

Solution

- Making the section more visible and accessible by adding at least 1 review [highest in credibility] visible in the product page with see more option.

Data & Insights

- Reviews section is located in the second portion of the page and compared to the rest of sections in that portion [Products recommendations & product details] we can see the following:

  a. The section has the highest cart conversion after clicking on it with **100%** conversion rate. Indicating it's an important factor for overall conversion.
  b. The section has the lowest attractiveness rate in that portion with **10%**.
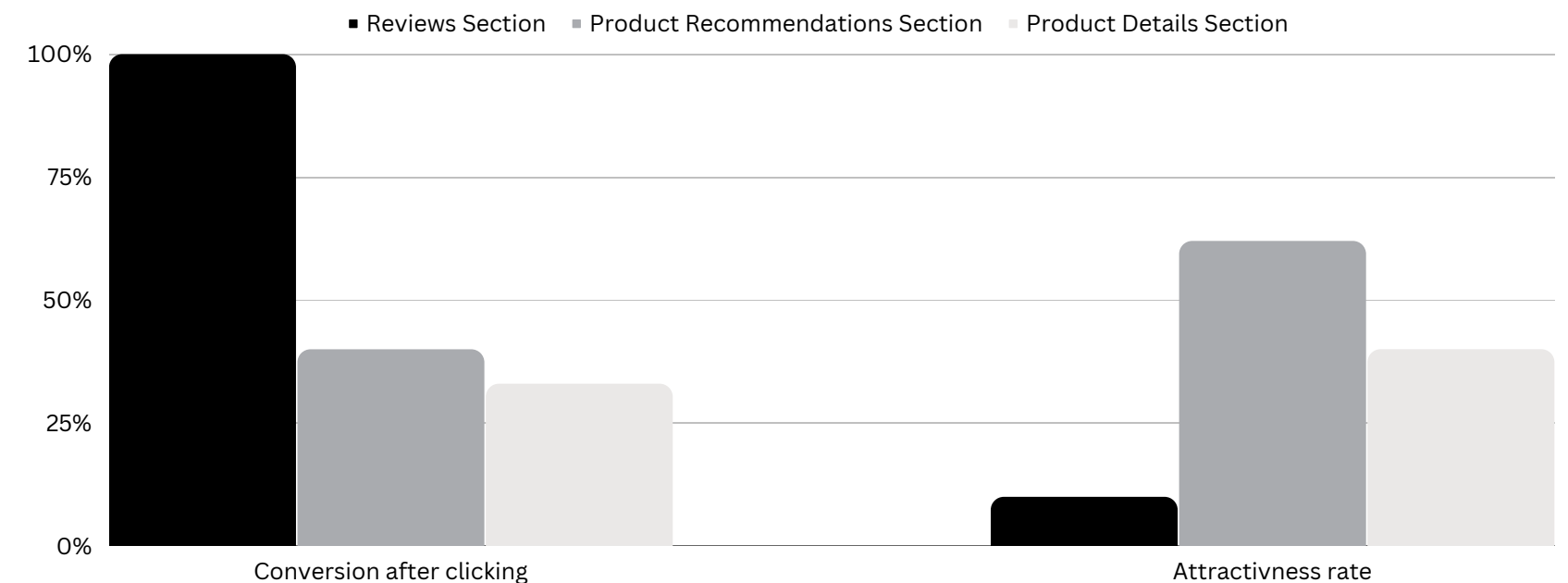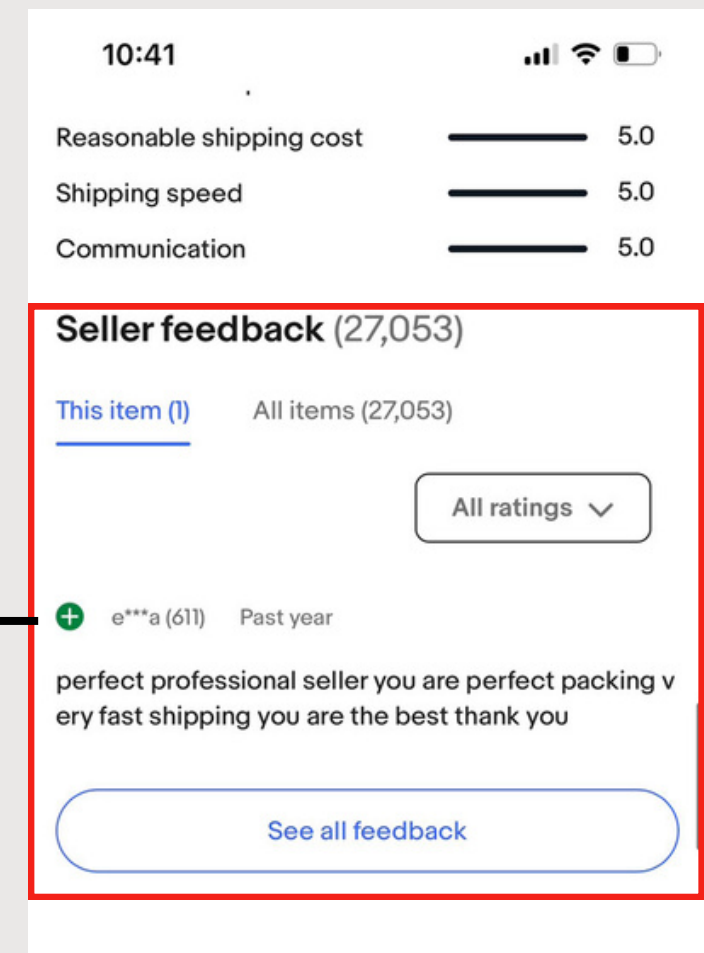
• Recommended Solution

Best practices from other retailers [Different business model]
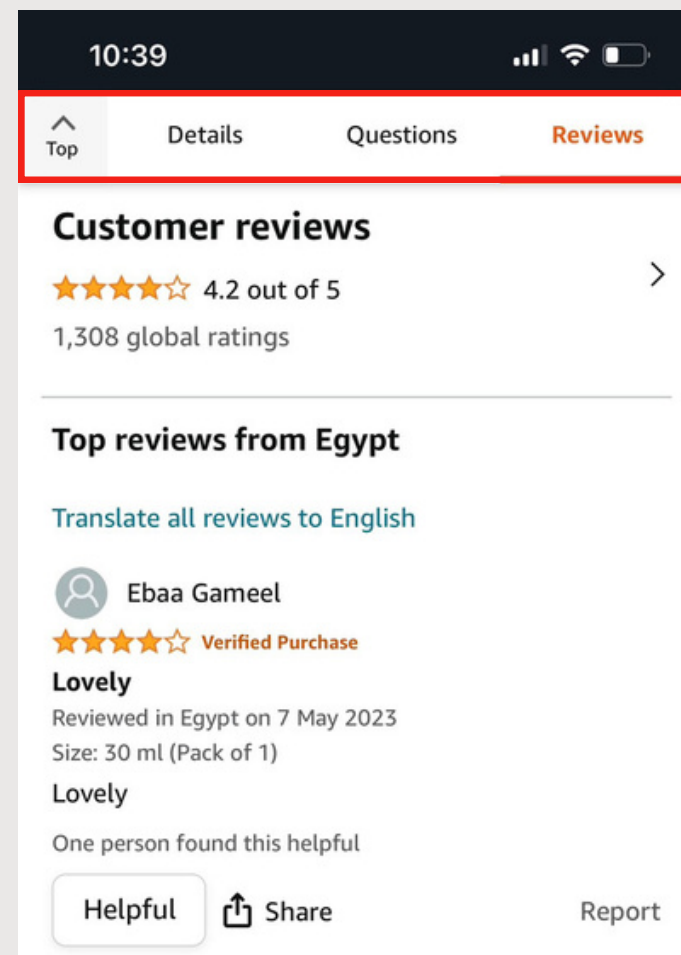
Reviews has a separate tab for navigation.

User can see the top review with access to all reviews.
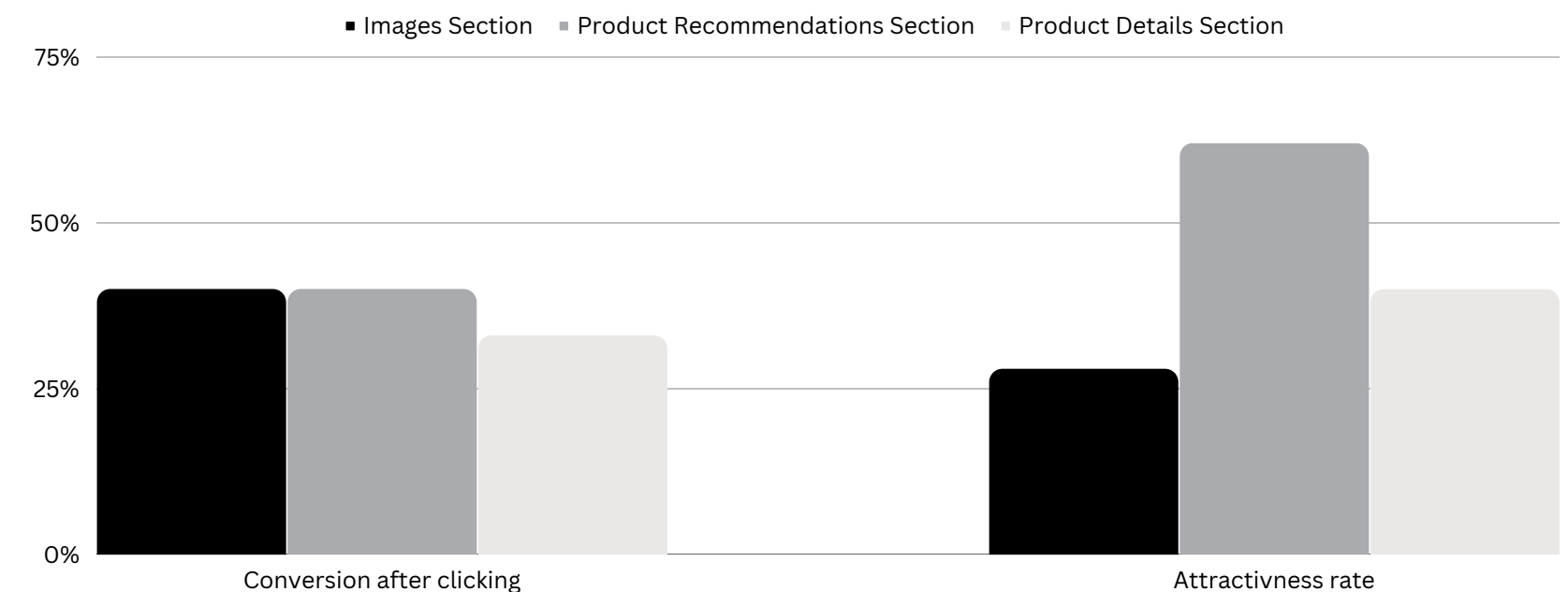
• Images Section

Overview

- Low attractiveness rate compared to other main components [product recommendations section and product details] sections.

- Relatively average cart conversion rate after clicking on it.

- High click recurrence is associated with repeated click on the section, which could indicate that users face high friction in the image navigation journey.
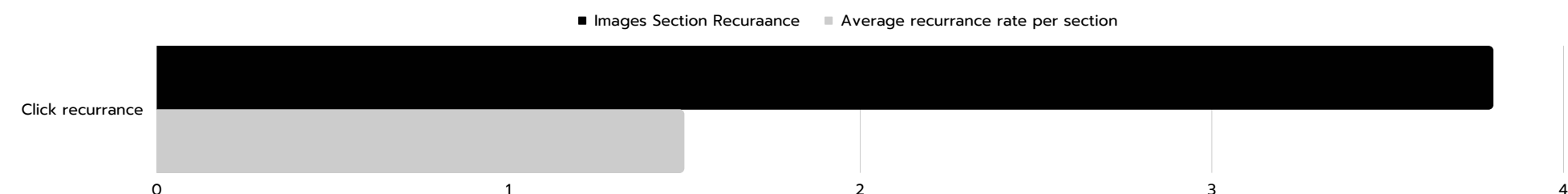
Solution

- Higher images resolution with thumbnails so user can easily navigate through images and see them clearly.
- Full page view images and vertical scrolling instead of horizontal scrolling list.

Data & Insights

- **40%** cart conversion compared the rest of the main components, which supposed to be a high margin for a graphical representation of the product.

Legend: ■ Images Section ■ Product Recommendations Section ■ Product Details Section

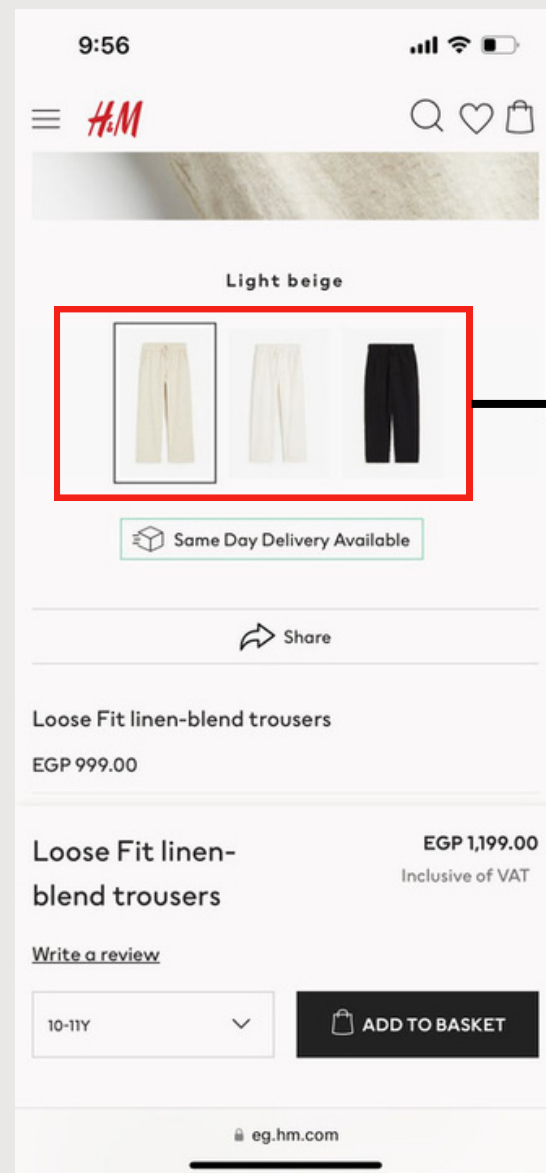Conversion after clicking | Attractivness rate

- Recurrence rate of **3.8** clicks per view compared to the average clicks per view for the section **1.5**.

- User **2.5x** more likely to repeatedly click on the section.

Legend: ■ Images Section Recuraance ■ Average recurrance rate per section

Click recurrance
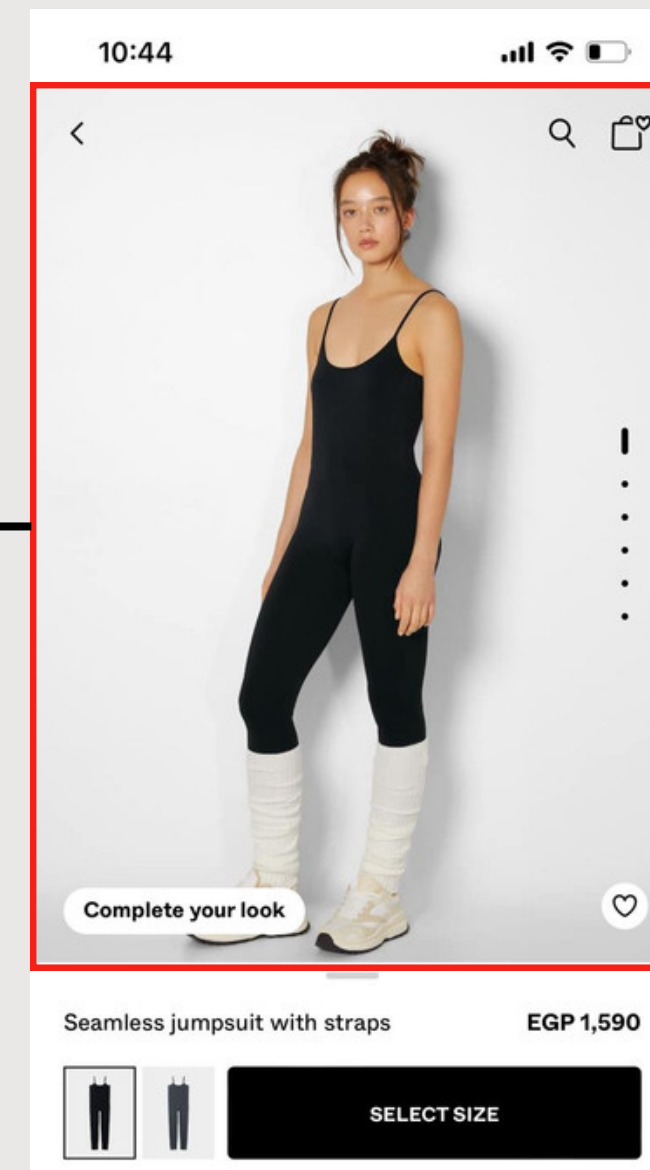
• Recommended Solution

Best practices from other retailers

Thumbnail image navigation.

Full view image scrolling list.

Thank you!

Hassan Mustafa