**Week 5: User Experience Optimization Report**

**1. Analysis of User Feedback and Behavioral Data**

During Week 5, user behavior and feedback were analyzed from session recordings, heatmaps, and survey data gathered from 150 active users. Key insights included:

* **45% of users** struggled to locate the primary CTA on the homepage.
* **28%** dropped off at the checkout stage due to confusing form fields.
* **31% of users** expressed dissatisfaction with the mobile responsiveness.
* Heatmaps showed **low engagement on the sidebar navigation**.
* Feedback indicated the onboarding process was “unclear” or “too lengthy” for first-time users.

**2. Revised User Flows and Wireframes**

Based on the data:

* The homepage CTA was moved above the fold and styled in a high-contrast color.
* Checkout forms were simplified into two steps instead of four, with progress indicators.
* The mobile layout was restructured using a collapsible bottom nav bar for key actions.
* The onboarding flow was condensed to a 3-step guided process with tooltips.
* Sidebar navigation was replaced with a top navigation bar and a collapsible menu.

New wireframes were created in Figma to reflect these changes and were reviewed internally.

**3. A/B Testing Design Variations**

Two A/B tests were conducted over a 4-day period:

**Test A: Homepage CTA Placement**

* **Version A (Old)**: CTA below the fold
* **Version B (New)**: CTA above the fold

**Results:**

* Version B had a **17% higher click-through rate (CTR)**.
* Bounce rate decreased by **12%** on Version B.

**Test B: Simplified Checkout Form**

* **Version A (Old)**: 4-step form
* **Version B (New)**: 2-step form with progress bar

**Results:**

* Form completion rate increased from **62% to 83%**.
* User satisfaction (based on post-checkout survey) improved by **21%**.

**4. Implementation of Improvements**

Based on A/B testing and ongoing feedback:

* Version B designs were deployed to production.
* Responsive CSS updates were applied to enhance mobile UX.
* Onboarding was integrated with contextual help bubbles using Intercom.
* The simplified checkout form is now the default experience.

**5. Final UX Report Summary**

The UX optimization resulted in measurable improvements across key metrics:

| **Metric** | **Before Optimization** | **After Optimization** | **Improvement** |
| --- | --- | --- | --- |
| Homepage CTA CTR | 23% | 40% | +17% |
| Checkout Completion Rate | 62% | 83% | +21% |
| Mobile Bounce Rate | 38% | 25% | -13% |
| Average Session Duration | 2m 10s | 3m 02s | +52s |
| User Satisfaction Score | 6.4 / 10 | 8.1 / 10 | +1.7 |

The UX changes implemented in Week 5 enhanced usability, clarity, and engagement across the platform.