

Optimization strategy for Skull-Candy

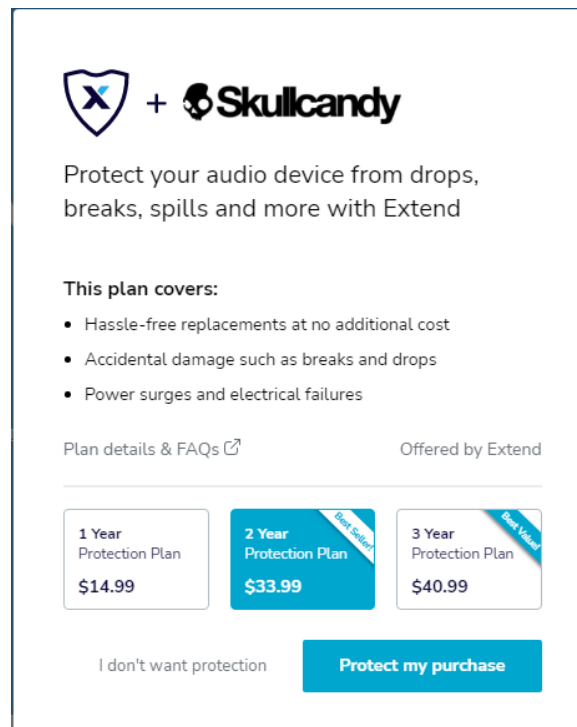
A quick analysis of Skullcandy.com website

Conclusions :

- SkullCandy is an up-and-coming brand that has a lot of potential growth but still lacks brand recognition as for example like Bose
- The main friction point that was identified on the purchase funnel is the insurance offer after the 'ADD TO CART' cta.
- A different landing page might improve conversion
- Usability Heuristics (UX/UI) are solid

Hypotheses : what may interrupt users to complete the purchase

1. By pre-setting the button to “I don’t want protection” in the Insurance Offer, the flow of the funnel will improve. We’ll look at this Funnel Flow.



- The insurance pop up is very unexpected
- The pre-set choice seems a bit sneaky since it is set to ***purchase*** with ***the middle offer*** chosen
- It induces some hesitation and rethinking
- I don’t know if I really need it and if the hustle of dealing with it in case something happens is worth it

Method: Set and A/B test where one group gets the current pre-set and the other group gets “I don’t want protection”. We should see ‘Less time spent’ at this stage and bigger funnel proportion.

Hypotheses : what may interrupt users to complete the purchase

2. Offer the Insurance after clicking 'Checkout'.

By improving the flow of adding products to the cart , users may be more committed to 'overcome' the Insurance Offer since they already chose what they want to buy.

The A/B test should show bigger groups at each stage of funnel and therefore the conversion rate should also increase.

The funnel might look like this:

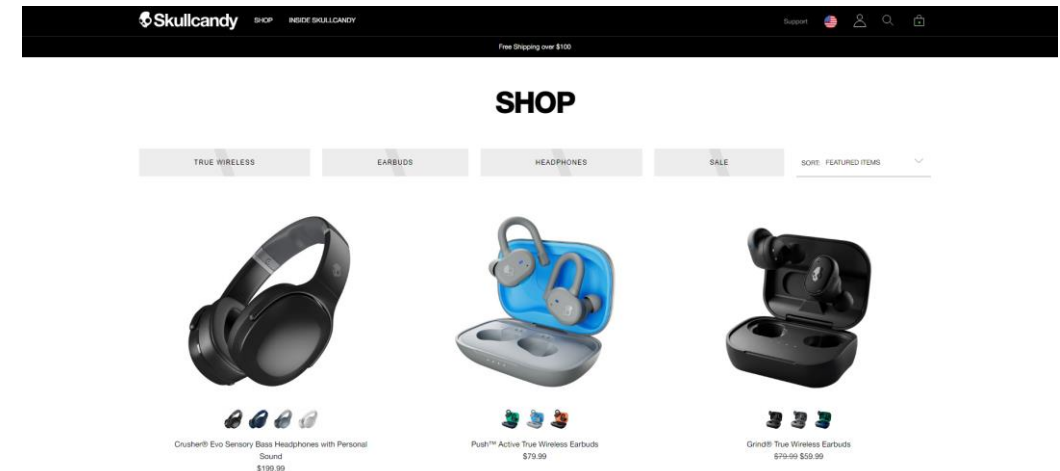
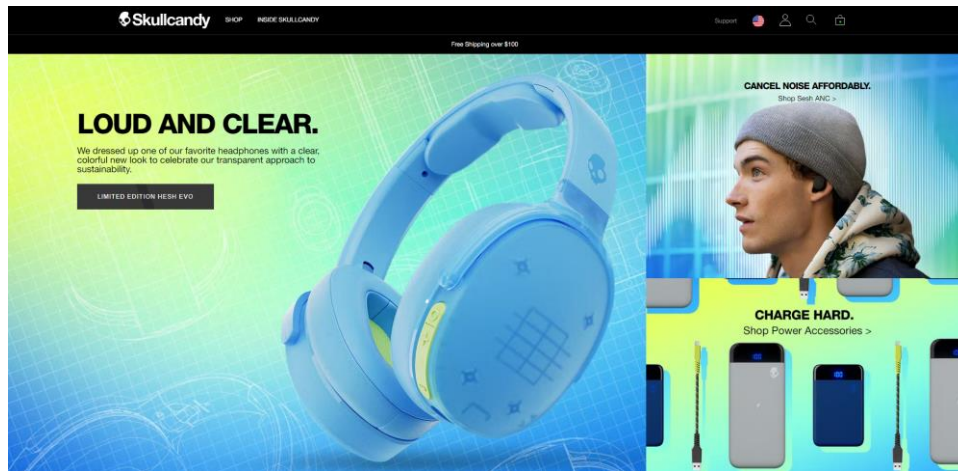


Hypotheses : what may interrupt users to complete the purchase

3. The Shop as a landing page will bring a higher proportion of potential buyers and therefore the conversion rate will also be higher.

Method : Set an A/B test where group A will get the current Homepage and group B will get the Shop as the landing page.

The hypothesis includes the assumption that potential buyers are already familiar with the brand and products and just want to see the range that the company offers.



Usability Heuristics (UX/UI) check

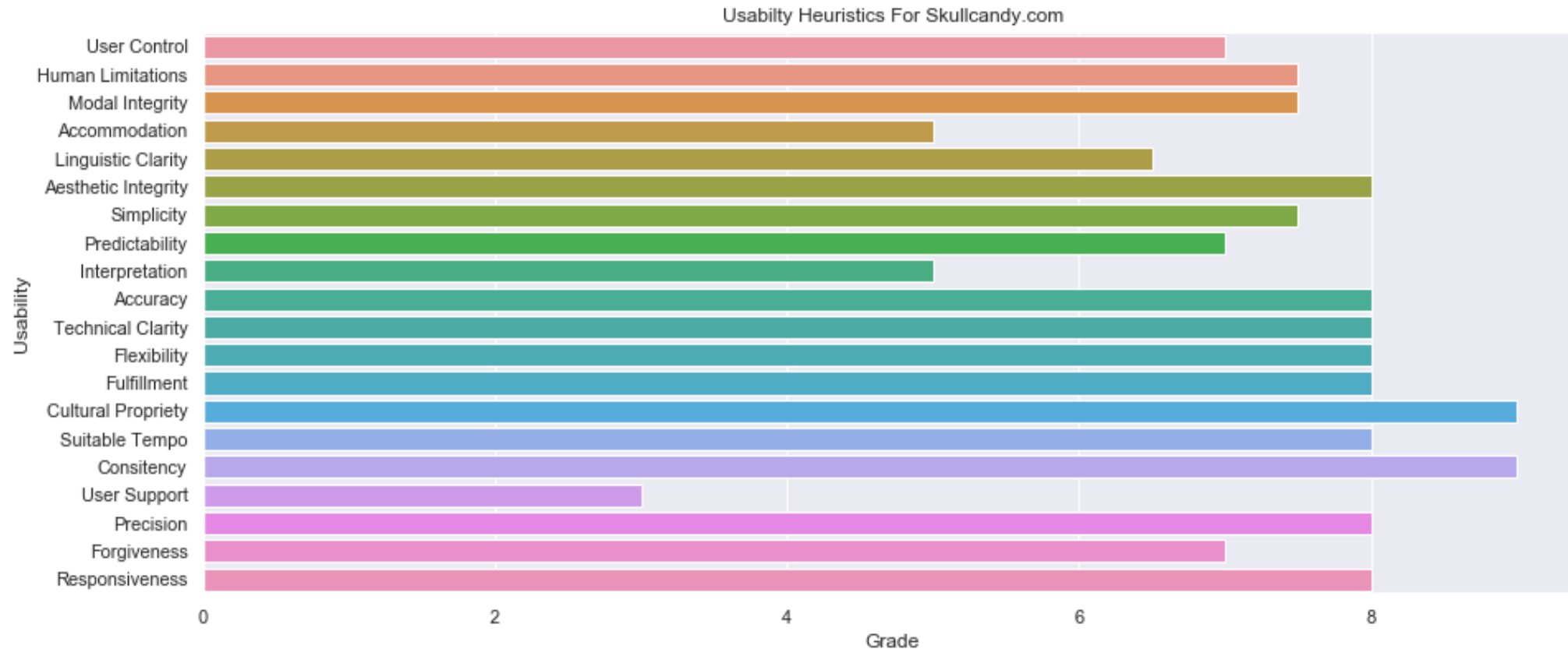
I measured each of these characteristics according to how I experienced the website and the funnels

20 Usability Heuristics (Weinschenk and Barker 2000)

- 1. User Control:** The interface will allow the user to perceive that they are in control and will allow appropriate control.
- 2. Human Limitations:** The interface will not overload the user's cognitive, visual, auditory, tactile, or motor limits.
- 3. Modal Integrity:** The interface will fit individual tasks within whatever modality is being used: auditory, visual, or motor/kinesthetic.
- 4. Accommodation:** The interface will fit the way each user group works and thinks.
- 5. Linguistic Clarity:** The interface will communicate as efficiently as possible.
- 6. Aesthetic Integrity:** The interface will have an attractive and appropriate design.
- 7. Simplicity:** The interface will present elements simply.
- 8. Predictability:** The interface will behave in a manner such that users can accurately predict what will happen next.
- 9. Interpretation:** The interface will make reasonable guesses about what the user is trying to do.
- 10. Accuracy:** The interface will be free from errors
- 11. Technical Clarity:** The interface will have the highest possible fidelity.
- 12. Flexibility:** The interface will allow the user to adjust the design for custom use.
- 13. Fulfillment:** The interface will provide a satisfying user experience.
- 14. Cultural Propriety:** The interface will match the user's social customs and expectations.
- 15. Suitable Tempo:** The interface will operate at a tempo suitable to the user.
- 16. Consistency:** The interface will be consistent.
- 17. User Support:** The interface will provide additional assistance as needed or requested.
- 18. Precision:** The interface will allow the users to perform a task exactly.
- 19. Forgiveness:** The interface will make actions recoverable.
- 20. Responsiveness:** The interface will inform users about the results of their actions and the interface's status.



Usability Heuristics (UX/UI) check



The site has solid feeling and strong identity. I also own a pair of Skullcandy earphones, although biased the product and brand convey real quality and value