A case study on the redesign of a large-scale corporate website for an outstanding increase (+) retention rate.

Sophie Geoffroy
Ana Lopez
Ali Ahmed, UX Design
Ana Lopez
Fanny Dighiro, UX Conductor

Please write the name of the tool used for the tasks, if applicable, in parentheses, e.g. "Sketch" or "Figma".

Status quo

Goal:
Convert profile sign-ups and completions into sales by redesigning the onboarding process and improve the UX of the platform.

Problems:
- Low sign-up rate on power, the last competitor in a significant market segment, with a large gap in conversion rates, dropping from 87% to 63%.

- Place sales, rather than customer needs, first.
- "Dark Patterns".
- Long and complex form, requiring a lot of information from the start.
- Steps are unknown to the customer, creating anxiety.
- Low time spent on platform, with a high bounce rate.
- Low time spent on the profile creation and sales flow, due to a lack of guidance.
- Low time spent on the profile creation and sales flow, due to a lack of guidance.

How does it look now?

Onboarding flow

Profile creation flow

- Focus on the customer's needs, not sales.
- Simple, clear, and easy to understand.
- Low time spent on the profile creation and sales flow, due to a lack of guidance.
- Low time spent on the profile creation and sales flow, due to a lack of guidance.

How did we achieve this?

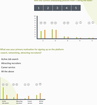
Why design thinking process?
Value Generated Approach: Focuses on understanding the customer's needs and pain points, ensuring that the solution addresses real problems and adds value to the customer.
Problem Definition Clarity: Helps identify the core challenges and ideal solutions before jumping into solutions, ensuring the right problem is addressed.
Iterative Improvement: Encourages continuous testing and refinement, allowing for adjustments based on feedback and ensuring the solution meets customer needs effectively.
Cross-Functional Collaboration: Fosters designers, product managers, and stakeholders working together, leveraging different perspectives to create a more comprehensive and effective solution.

How did we achieve this?

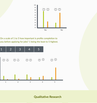
Quantitative Research

Insights

1. Are you using the form or phone/call planning process now to create an estimate?
   - 1 Yes, always
   - 2 Yes, sometimes
   - 3 No, never
   - 4 Don't know



2. On a scale of 1 to 5, how satisfied are you with the current process?



3. What do you wish your estimation for signing up to the platform look like? (Select one or more options)
   - Quick (60 seconds)
   - Simple (5 questions)
   - Clear (no jargon)
   - Quick, clear, simple
   - Other

4. On a scale of 1 to 5, how important is it for you that your estimation process is fast, clear, simple?

Qualitative Research

Research questions for Customer Research	Insights	Design Implications
[illegible]	[illegible]	[illegible]

Define

Questions asked
- Their experience using the platform
- Their experience using competitor platforms
- Ideal flows and features they would like to see on the platform
- Their pain points and challenges with the current platform
- Are Plumbers/Electricians/Contractors/Tradies/Handymen/Handywomen/Cleaners/Gardeners/Pool Cleaners/Pest Controllers/Pool Cleaners/Pest Controllers/Pool Cleaners/Pest Controllers