



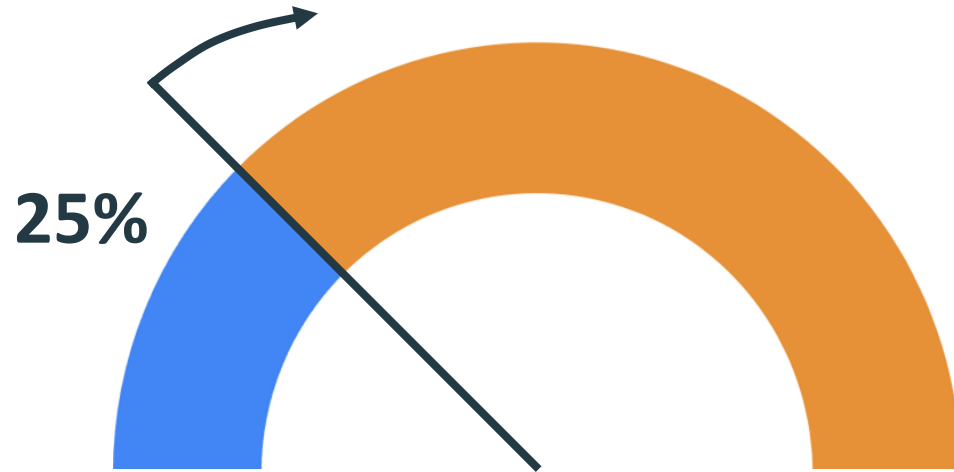
HYPER ISLAND

Data Analyst Landing Page

A disaster ready for change



The Problem



Our ideation

If we: remove the download syllabus button
Then: we will have more people looking down for more information
Because: people go down for more information

if we: add graduate work opportunities (positions)
then: it will improve the rate of visitors scrolling down
because: more relevant experiences

If we: Add background boxes behind the text boxes
Then: people will scroll down for more information
Because: They see the information continues

If: we add a banner in the hero section of the page with the companies that hired the graduates in the previous years
Then: it will improve the engagement of the visitors
Because: proofs build trust.

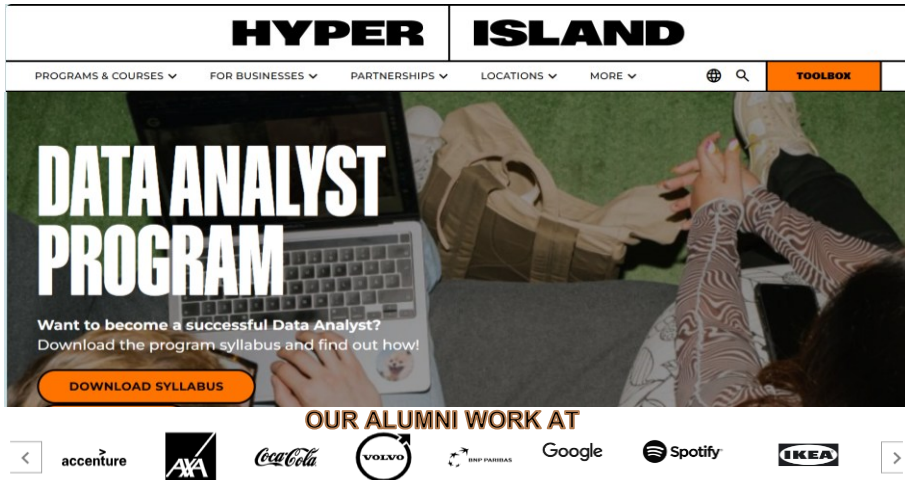
If: we add a video introduction about the course or the related information
Then: it will improve visitors time spent on page
Because: video engage people better than words

If: we add add multiple CTAs in the hero section for different user intents
Then: it will increase the engagement
Because: visitors with different motives will find a clear and relevant action to take and likely to increase the application rate.

If we: Change the text of the first paragraph to something more catching
Then: More people will stay longer and scroll down
Because: Catchy things capture interest.

If we change the photo of the page
Then it is more clear that it is about data
Because the photo now is too general and not attractive

Ideas we liked - Hiring Banner Logo



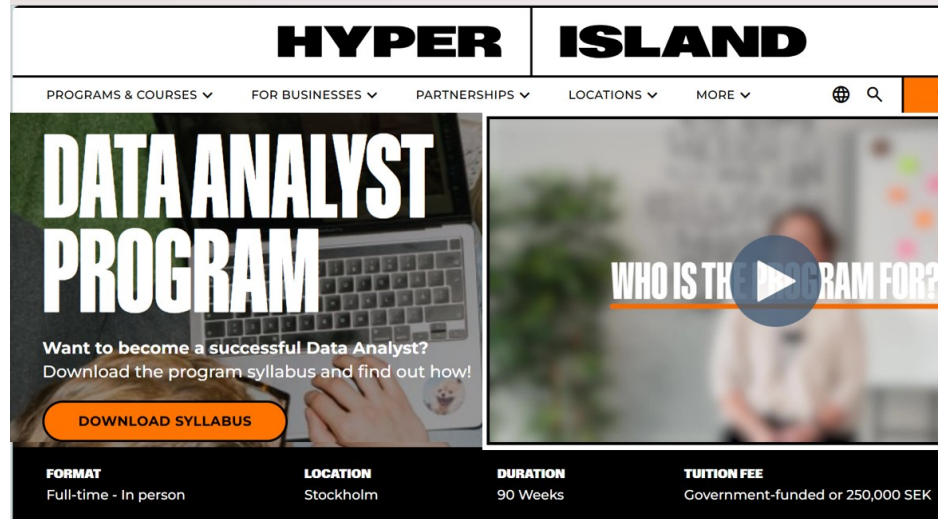
We felt that the current hero section doesn't give any trust to visitors:

- Banner with hiring companies' logo could increase the credibility but we chose other
- Implementing a responsive slider was challenging than expected

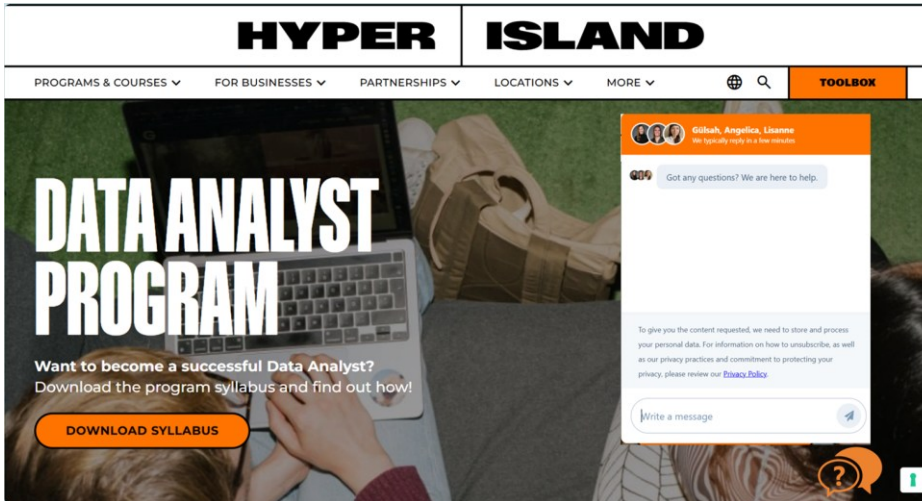
Ideas we liked - Video Intro

We felt that the current image was very generic and not speaking to us

- But we chose the other since we felt the impact was bigger
- Harder to implement with having to take new videos and engineering work.



Ideas we liked - Chatbot



Chat or chatbots for customer support!

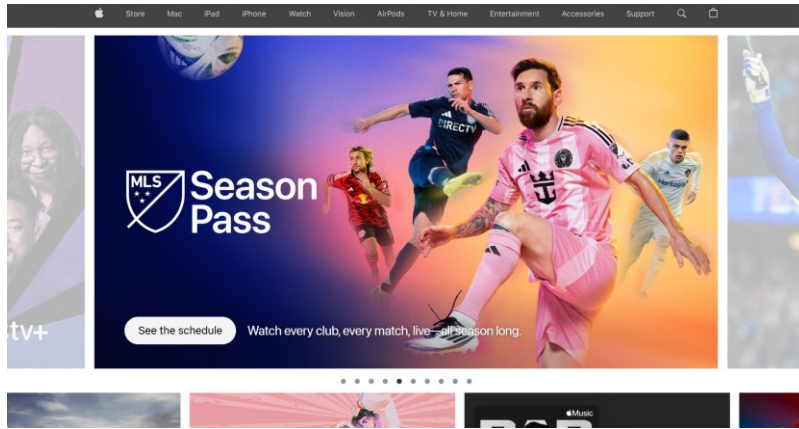
- Already implemented! However, there are time constraints as they cannot assist 24/7
- Also, AI chatbots is not of ease to implement

The Chosen One

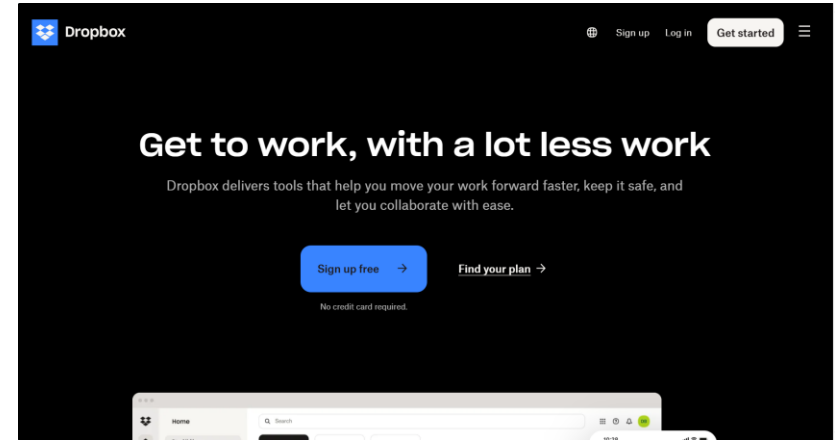
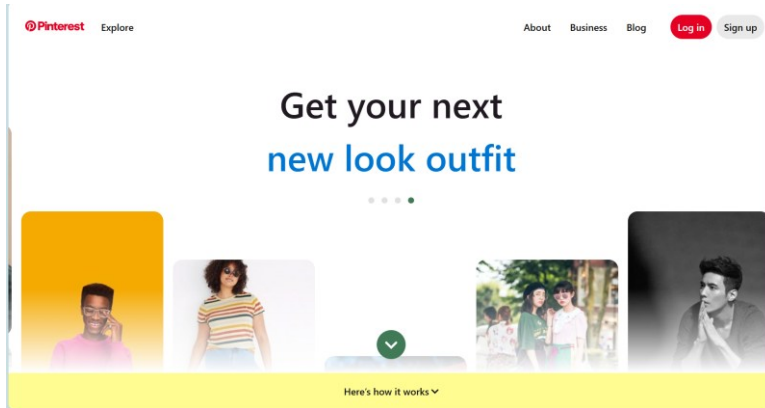
Partial visibility of more content
To get people interested in reading

Hypothesis

If we implement partial visibility of the next section by showing only part of the following content (e.g., an image or headline visible at the bottom of the hero section), **then** it will encourage the visitors to scroll further down the page, **because** the visual teaser creates curiosity and gives visitors a reason to explore more.



Inspiration



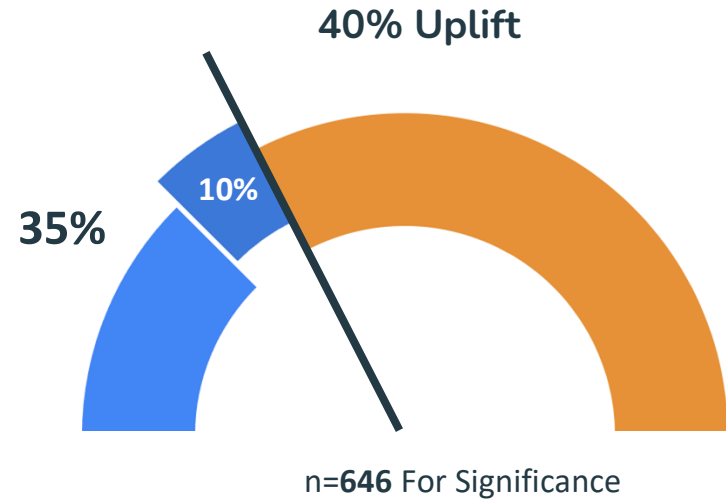
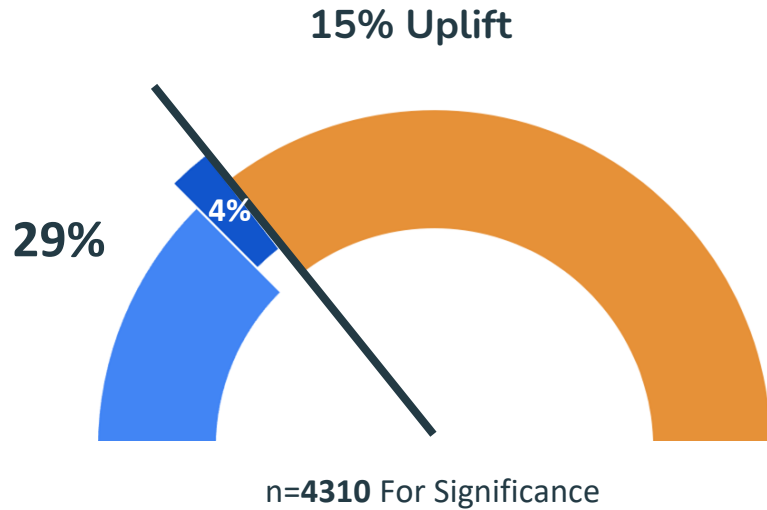
A/B-Test ICE score

The partial visibility of content, resulting in an overall ICE score of 26, which suggests this experiment has strong potential.



Pre Analysis

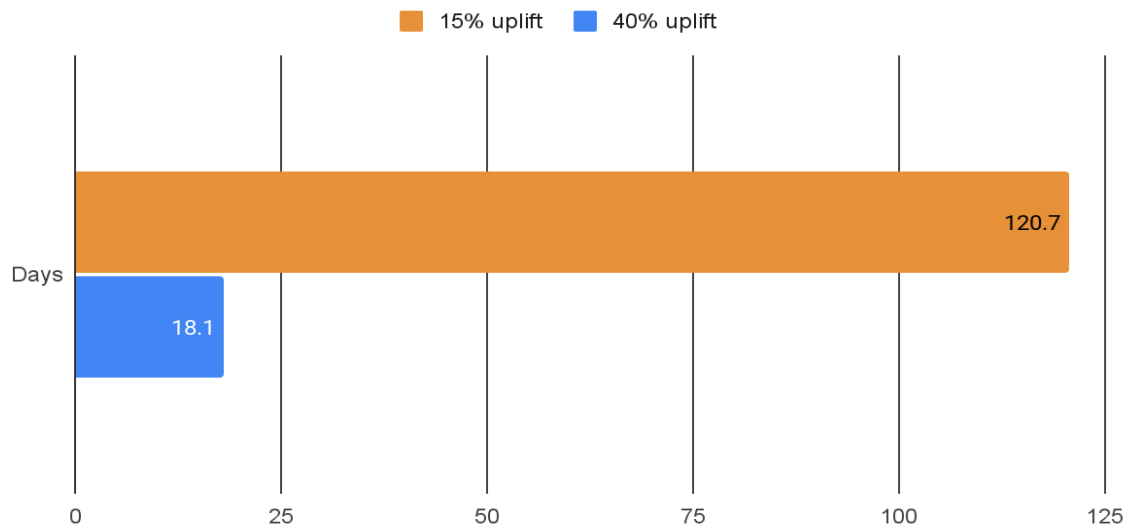
$$\alpha = 0.05$$
$$\beta = 0.2$$



Pre Analysis

Assuming 30-40 daily visitors

Days needed for A/B-Test



A/B-Test

100%
Users

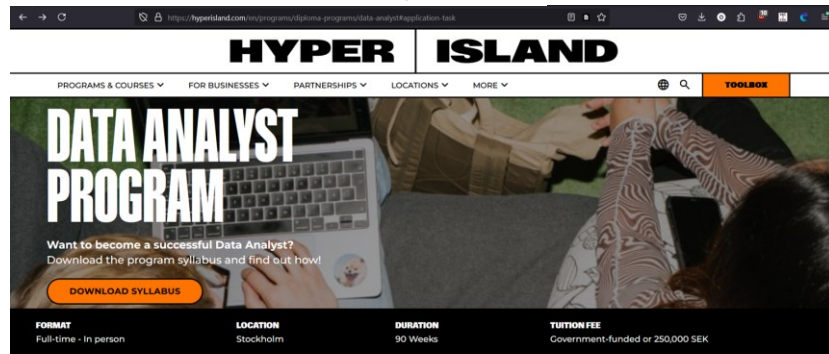
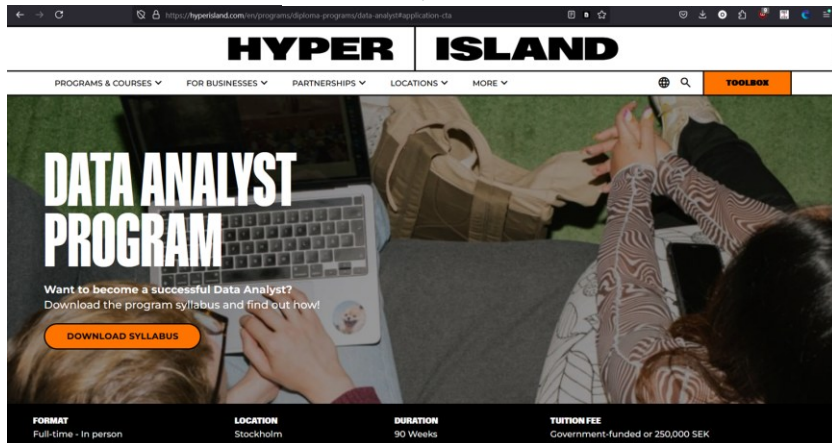


50%
Users

50%
Users

A

B



HYPER ISLAND

A/B-Test ICE score

The partial visibility of content, resulting in an overall ICE score of 26, which suggests this experiment has strong potential.

B

Impact

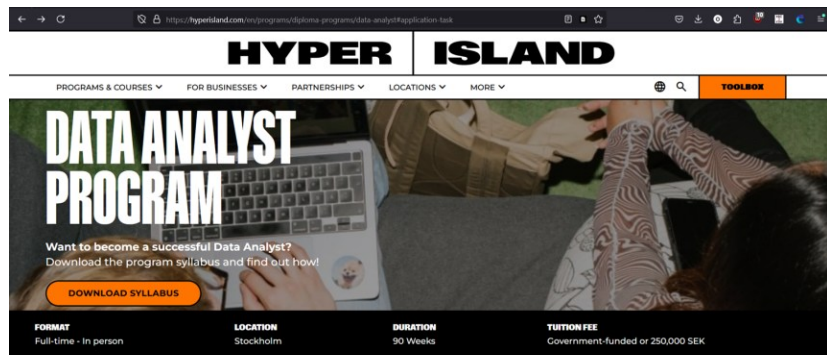
Confidence

Ease

8

9

9

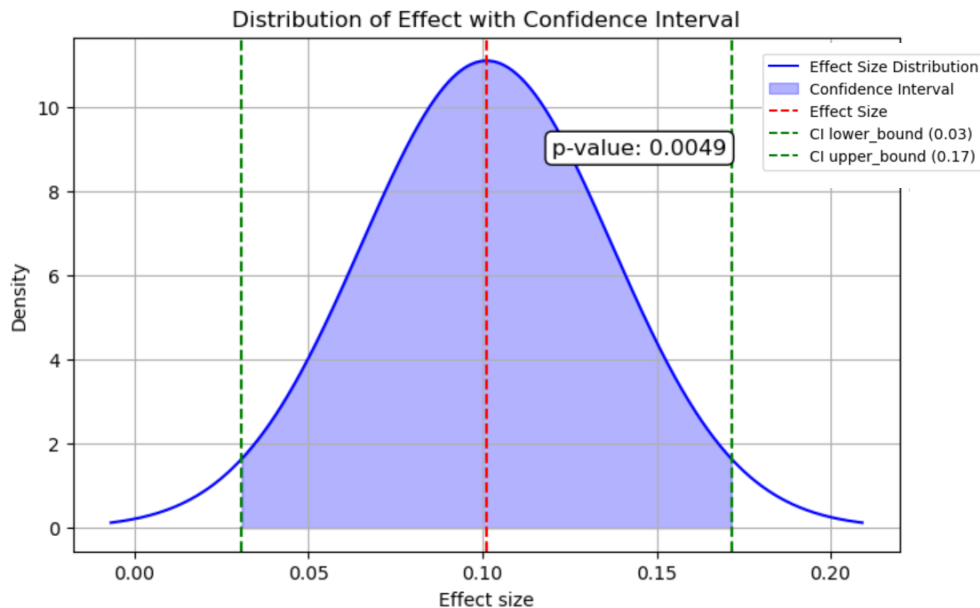


Transform your career

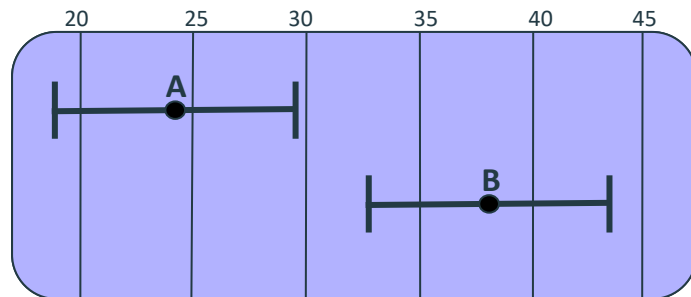
The Data Analyst program will provide you with the hands-on experience to learn how to gather, analyse, and draw relevant conclusions from data to support decision-makers in developing business with a data-driven approach.



What we want to see



$P < 0.05$ where $A < B$





Thanks