

July 16th, 2019

Conversion Rate Optimization – Personal Shopping Page Analysis

Byggebo.com/pages/personal-shopping

The purpose of this analysis is to increase the conversion rate on the Personal Shopping page. The conversion action is the submission of the personal shopping service sign-up form.

Hotjar:

We collected 26 heatmaps and 9 recordings of real users on the Personal Shopping page. The data was generated from Hotjar and is 100% anonymous, stored in the Bygge Bo Hotjar account. The table below summarizes the insights generated from our analysis of the data, followed by recommendations to the issues highlighted. The issues are also scored on a severity level (1-10), indicating how urgent it is to fix.

#	Issues	Recommendations	Score
1	Almost half of all visitors did not scroll down enough to see the entire Google form, since there is no indication it is at the bottom of the page	Move the Google form up higher and/or insert a hyperlinked and clear indicator that there is a form to complete below	10
2	Most mouse movement and clicks were at the top of the page, far from the conversion action (filling the form)	Reduce the height of the pink banners and pictures to allow for more actionable content above the fold	10
3	Users were clicking on the square images as well as the text within the images thinking they were links	Eliminate one of the large images or make them smaller as they take up space on the page and may distract customers from seeing and filling out the Google form	8
4	The “Book in Today!” text was clicked on by a user who may have thought it was a call to action button	Make the “Book in Today!” text a hyperlinked button to the Google form	6
5	The steps to book an appointment on the personal shopping page is initially unclear	Add more detailed text about how to book in at the top of the page, for example: “To book in, please complete and submit the Google form below providing us with your contact details, date request, and product interests so we can tailor your appointment to your needs. Look forward to meeting you!”	7

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Team observations and testing:

Aside from user behavior observed through Hotjar, the team has conducted a manual audit of the Personal Shopping page. The table below summarizes our insights generated from our own observations and testing.

#	Issues	Recommendations	Score
6	Text descriptions of personal shopping are a little vague	<p>Add customer testimony, for example: “The girls were an amazing help to me and my husband. We are first time parents and went into the girls admitting zero knowledge in all things baby. Amy met me for 2 hours in one meeting and a further 2 hours again for additional help.” - Caroline Toole</p> <p>Add more detailed descriptions on the Personal Shopping page copy such that it is similar to the final page of the Google form (see below)</p>	9

Suggested Personal Shopping page copy:

Bygge Bo’s personal shopping program provides parents, family, and friends personalized assistance for all baby needs, simplifying the shopping experience. At a Bygge Bo personal shopping appointment, our team will provide expert advice, product demonstrations, and information tailored to your baby or gift shopping requirements.

To book in, please complete and submit the Google form below providing us with your contact details, date request, and product interests so we can tailor your appointment to your needs. Look forward to meeting you!

What to expect at your personal shopping appointment:

- *2 hours of dedicated time and attention by our store staff*
- *Relax in our personal shopping space and enjoy a beverage and some nibbles*
- *Discuss your lifestyle and budget requirements*
- *Learn about the product options available*
- *View informative product demonstrations*
- *For parents, create an in-store baby gift registry*
- *For family and friends, we’ll help you select a unique gift or hamper*
- *Appointment is free of charge with no minimum spend*
- *Same-day special promotions and offers will be available*

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Google Form Issues Following Test Submission:

In addition to page copy, below are our observations specific to the Google form:

#	Issues	Recommendations	Score
7	The last page of the form stated “Thank You! You're All Done.” However, we still needed to click the “Submit” button at the bottom of the page in order to receive a confirmation email	Correct this issue so that a thank you page isn’t shown until the request is actually submitted	8
8	A past date was input (i.e. May 2019) and the form did not have an error pop up.	Ensure Google form does not accept a personal shopping appointment that would occur in the past	8
9	Spelling mistake in the beginning of the form “Pre-Appointment Customer Questioner.u”	Correct to “Questionnaire”	10
10	Overall, the team found the Google form to be lengthy and time consuming to fill out provided that all the questions were required due to the red asterisk. This may deter customers from filling out the form.	<p>Reduce the number of questions in the form to simply contact details, date request, parent or gift buyer checkbox (current form does not consider gift buyers), product(s) interested in, and budget. This may make it easier for customers to fill out the form and not be deterred by too many questions.</p> <p>Send a more detailed survey to customers X days before the appointment once they have submitted their initial personal shopping request isolated to questions that only relate to the products the customer is interested in purchasing (i.e. Excluding questions around feeding if only interested in purchasing a car seat)</p>	9