ENGAGE

User Experience Study

An analysis of user interactions with the zizzogroup.com homepage.

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FORWARD

Dear Reader,

As an engagement marketing agency, website development is one of the most time- and resource-intensive services we provide. And, for many of our clients, a website is the single biggest digital marketing expenditure it will ever make.

It's a big investment, to be sure. But, as we hope to show you, one designed and optimized for the unique needs of your visitors pays dividends.

If you've taken the time to give us your information and download this ebook, chances are something's not quite right with your current website. Users aren't engaging, pages are going unvisited and conversions are going, well, unconverted. While your first inclination may be to light a match and set it ablaze, there may be another option: a user experience (UX) study.

It's our hope that this ebook will give you a taste of what a UX study can do and how it can help you determine whether you need to start all over with a brand new website or if your current site just needs a little TLC.

Best of Luck,
Team Zizzo

STUDYING
USER EXPERIENCE

There's Always Room For Improvement.

This document is just an example of what to expect from a full website user experience audit. While methodologies are accurate and data is real, we've limited what we show to the homepage of our website, zizzogroup.com. We've got to have some secrets, right?

Still, it's a powerful evaluation and optimization process that can benefit websites of all shapes and sizes. If you'd like to learn more about analyzing the user experience on your website, contact the digital team at Zizzo Group.

What is a UX Audit?

At its most basic level, a User Experience Audit (UX Audit) shows you exactly where there's room for improvement on your digital property.

It uses a variety of tools to analyze how users interact with your website, so that you can make more educated decisions on how to optimize your site, with the goal of increasing conversions by making it easier for users to achieve their goals.
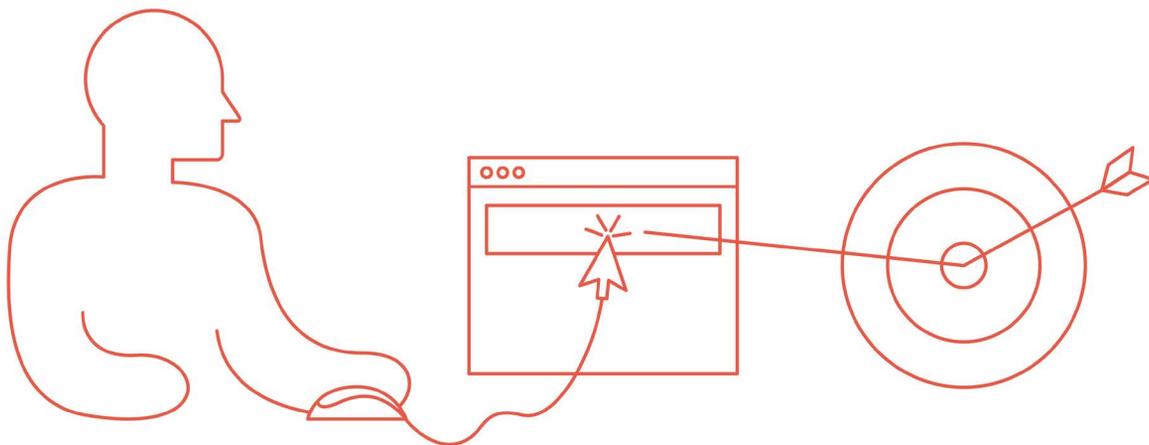
What Does It Accomplish?

We study how users interact with your website as it currently exists with the goal of improving its usability, accessibility and efficiency. This adds up to more conversions and a better customer experience.

While it won't solve all your website woes, it can answer some really good and important questions, like:

- What's working (and what's not)?
- What does your user need (and does your site satisfy that)?
- What information you're collecting (and what should be collected)?
- What can be changed (and what impact those changes made)?
- Can my site be simplified (and to what extent)?

INCREASING CONVERSIONS

When we talk about increasing conversions, we're talking about meaningful interactions that can be directly applied to your business success (i.e. more customers, more sales, more money). In terms of website use, these take the form of:

- More leads
- More purchases
- More information requests
- More registrations
- More subscriptions
- More completed actions

IMPROVING EXPERIENCE

A website is only useful to your business objectives when it's useful to your customers. Improving experience means improving the ease by which your customers accomplish a given task and how they feel while doing so. This can look like:

- Easier access to information
- Quicker task completion
- Fewer support calls
- Less task abandonment
- Better vibes about your brand and organization

How Is It Done?

It takes time and skill to conduct a meaningful UX audit – but having the right tools sure helps. Our team can collect qualitative and quantitative user interaction data from a variety of sources, including:

- Site analytics
- Review of business and user objectives
- Conversion metrics
- Customer care data
- Sales data
- Traffic/engagement
- Compliance with UX standards
- Usability heuristics (heat mapping)
- Customer surveys

The next part is the hardest one: making sense out of the data. Using our deep understanding of the website development process and UX best practices, we analyze what we see and convert it alchemy-like into insight and action.
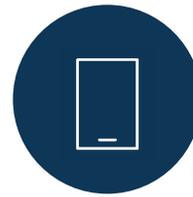
ANALYZING VISITOR INTERACTIONS

What Did We Learn?
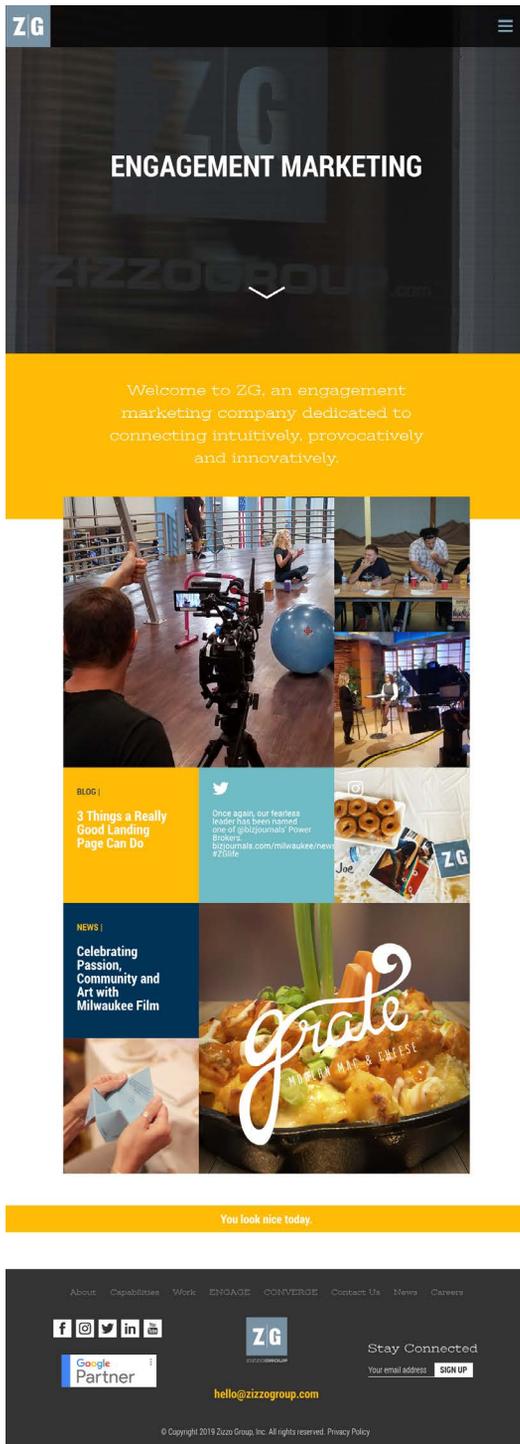
PAGE STUDIED: WWW.ZIZZOGROUP.COM
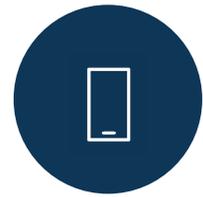
STUDY BEGAN: JUNE 28, 2019

SAMPLE SIZE: 2000 USERS

1603 Desktop

37 Tablet

360 Mobile

KEY FINDINGS

1. Users expect some areas to be clickable that are not links.
2. Areas that users interact with as call to action links to non-converting pages.
3. A quarter of users scroll to the bottom of the page.

Key Finding 1

USERS EXPECT SOME AREAS TO BE CLICKABLE THAT ARE NOT LINKS
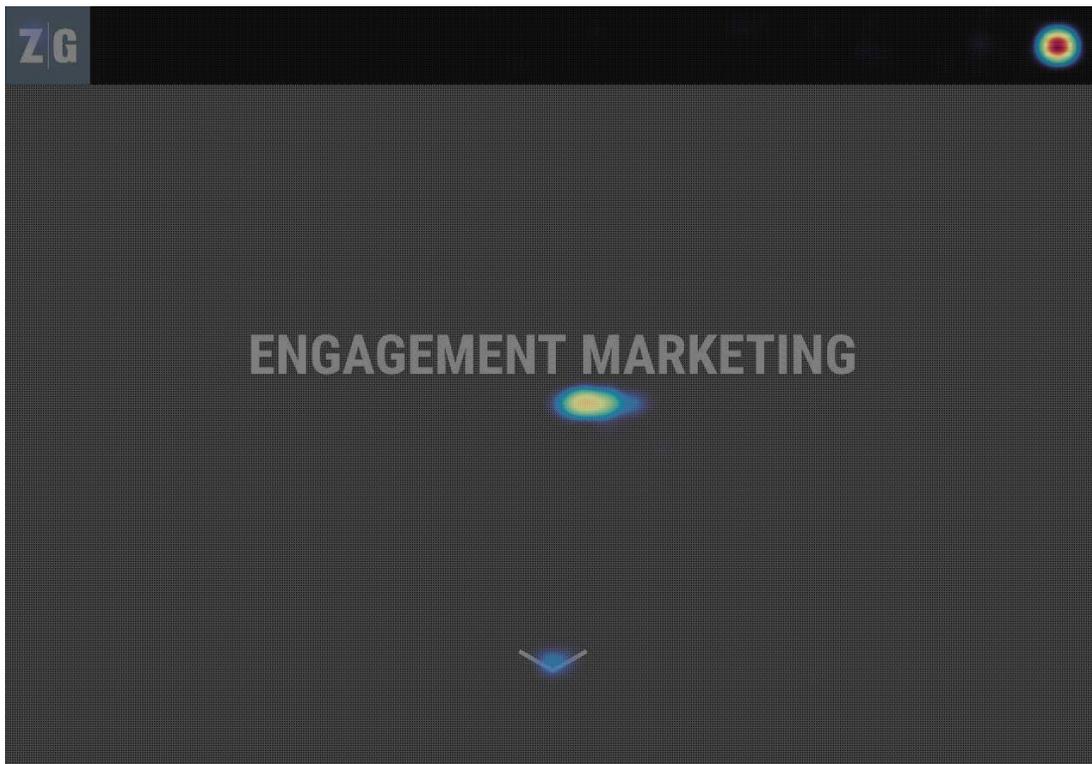
THE PROBLEM

Upon entering zizzogroup.com, visitors are greeted with a edge-to-edge, action-filled video that highlights the agency culture. However, while engaging, roughly 10 percent of users expected the image and/or "ENGAGEMENT MARKETING" elements to link to other pages, which currently do not.

THE SOLUTION

OPTION 1 – Make the overlay on the hero video and "ENGAGEMENT MARKETING" text clickable elements that link to meaningful destinations.

OPTION 2 – Rethink the purpose of the hero element to be more call to action-based. Since users organically expect this area to link to somewhere, increase clicks and conversions with a stronger call to action and conversion-optimized destination.

Key Finding 2

## AREAS THAT USERS INTERACT WITH AS CALL TO ACTION LINKS TO NON-CONVERTING PAGES

THE PROBLEM

While eye-catching, this design element has no clearly-defined purpose. The call to action, while friendly and unexpected, is neither compelling nor links to a page that a user would logically expect it to (it currently links to the About page). Although the click rate is under 2 percent, by virtue of its design and location, that could be increased.

THE SOLUTION

OPTION 1 – Link to a page that, logically, a visitor would expect. The current line, "You look nice today." is intended to surprise and delight, make the payoff worthwhile.

OPTION 2 – Define the purpose of this area with more action-oriented text and link to a more conversion-based page.
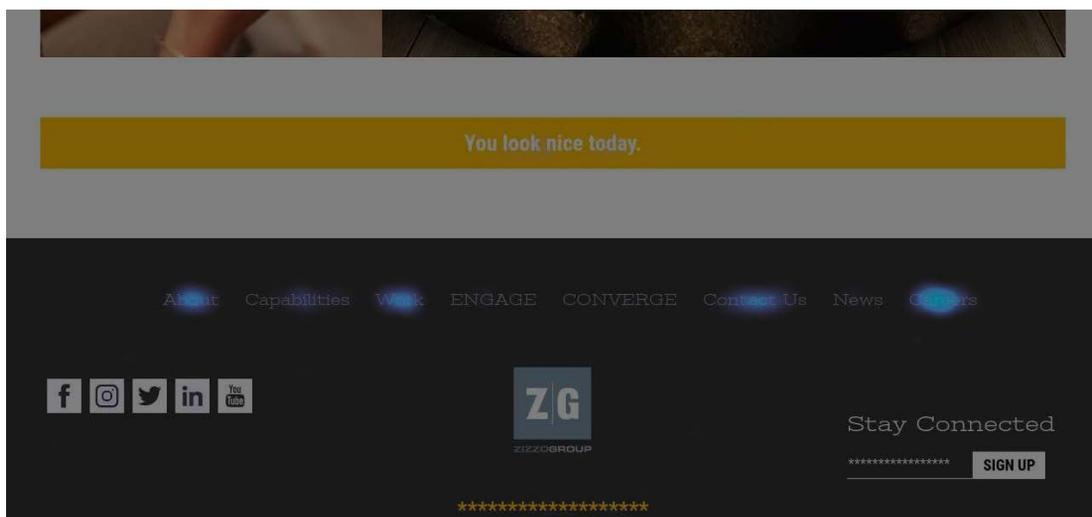
Key Finding 3

A QUARTER OF USERS SCROLL TO THE BOTTOM OF THE PAGE

THE PROBLEM

A significant number of users – about 25 percent – scroll to the bottom of the page. This may seem like a good problem to have – and it is – as long as the content that users are scrolling past is also seeing engagement (which it's not). While footer navigation is seeing good use, the content one passes to get to it is earning clicks from less than 1 percent of users.

THE SOLUTION

Reevaluating the content hierarchy and how it's presented on the page can help improve the user experience and guide more purposeful interactions (i.e. learning more Zizzo Group's work, events, news and thought leadership).
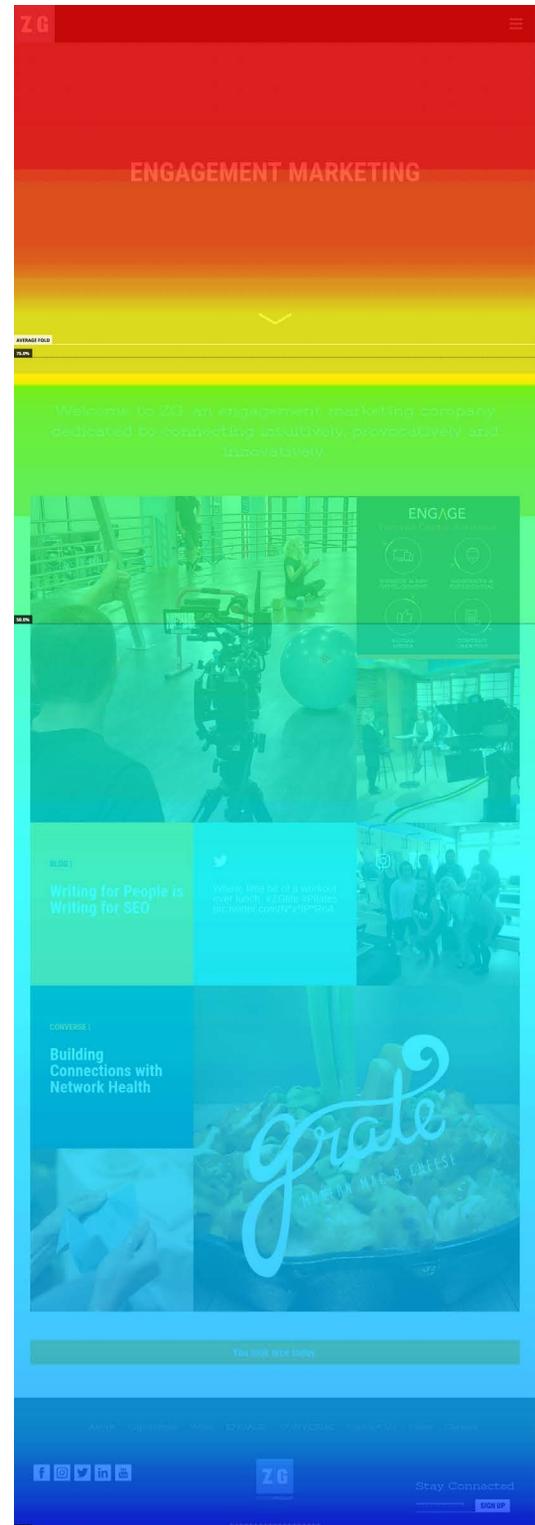
TURNING INSIGHT INTO ACTION

What's Next?

Based on the findings of this perfunctory UX audit, it is the recommendation of the ZG digital team that the changes be made, as outlined below:

- Make the hero video and text clickable elements that link to meaningful destinations.
  OR, rethink the purpose of the hero element to be more call to action-based.
- Link the "You look nice today." call to action to a page that, logically, a visitor would expect.
  OR, define the purpose of this area with more action-oriented text and link to a more conversion-based page.
- Reevaluate the content hierarchy and how it's presented on the page.

In addition, we recommend that an additional UX audits be performed on the following parts of the website on desktop and mobile:

- About
- Capabilities
- Work
- Engage
- Converge

We're Here to Help

When you go through the process of developing a website, you may think that its launch is the endpoint – it's not. While launch is certainly an important milestone, a good website should be constantly growing, changing and evolving to meet your users' needs.

By studying how visitors interact with your website, patterns of behavior begin to emerge. You can follow their user journeys and identify roadblocks as they attempt to reach their goals. While super-fascinating in its own right [insert geek squeak here], it also makes it easier to identify what changes can have the most impact on their overall user experience and your overall conversion performance.

OK. By now you're probably thinking, "Man, this sounds like some real nerd stuff." You're not wrong. Fortunately, you have a partner in Zizzo Group who actually enjoys doing this kind of stuff. From user surveys to heat mapping, we can gather, analyze and synthesize your user experience data so it's digestible and actionable. Talk about a great user experience, eh?

Want to learn more about our website development and consulting capabilities? Give us a call at 414-319-5700 or send an email to hello@zizzogroup.com.

About the Author

While her background is in copywriting, Aimee has a healthy respect for the research and analysis that goes into making engaging and effective marketing. As a member of ZG's digital core team, she works along developers and designers to create smarter, more intuitive experiences built around integrated content strategies and SEO best practices. She has a lot of spreadsheets and a very messy desk.

Aimee Dierbeck

DIRECTOR OF CONTENT