From fleeting glances to meaningful conversations, every (non) interaction counts

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Experience Design Lead

CX Circle by Contentsquare
1,000,000 active customers who have shopped in the past 12 months
Over 3,000,000 products available
Need it, Want it, MyDeal it
“We had a dip in conversion rate a few weeks ago, why could that be?”

“We had a great sales week, all our offers were so strong!”
We are limited by our assumptions
What wasn’t measured, couldn’t be managed
We had a dip in conversion rate a few weeks ago, why could that be?
<table>
<thead>
<tr>
<th>From this...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Rate</td>
</tr>
<tr>
<td>Revenue</td>
</tr>
<tr>
<td>Segmentation</td>
</tr>
<tr>
<td>Revenue per click</td>
</tr>
<tr>
<td>Purchase per click</td>
</tr>
<tr>
<td>Rage clicks</td>
</tr>
<tr>
<td>Dead clicks</td>
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<tr>
<td>Heat maps</td>
</tr>
<tr>
<td>Load time</td>
</tr>
<tr>
<td>Exit rate</td>
</tr>
<tr>
<td>Bounce</td>
</tr>
</tbody>
</table>
... to this!

<table>
<thead>
<tr>
<th>Segmentation</th>
<th>Screen Recording</th>
<th>AI Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/B Page comparison</td>
<td>Heatmaps</td>
<td>Journey Mapping</td>
</tr>
<tr>
<td>Rage clicks</td>
<td>Click rate</td>
<td>Revenue</td>
</tr>
<tr>
<td>Dead clicks</td>
<td>Time before first click</td>
<td>Revenue per click</td>
</tr>
<tr>
<td>Hover rate</td>
<td>Number of clicks</td>
<td>Purchase, CR per click</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>Swipe rate</td>
<td>Purchase, CR per hover</td>
</tr>
<tr>
<td>Hesitation time</td>
<td>Scroll length</td>
<td>Conversion</td>
</tr>
<tr>
<td>Attractiveness rate</td>
<td>Page height</td>
<td>Bounce</td>
</tr>
<tr>
<td>Load time</td>
<td>Time spent</td>
<td>View/Sessions</td>
</tr>
<tr>
<td>Exit rate</td>
<td>Activity</td>
<td>Load time (LCP)</td>
</tr>
</tbody>
</table>

and more!
How many times would a customer click the Credit Card form fields?

A. Once  
B. Twice  
C. Three times
Usually, it’s 1, but on this particular day, it was 5.24!

↑ 5x frustration
How many times would a customer click/tap the Confirm & Pay button?

A. Once
B. Twice
C. Three times
Usually, it’s 1, but on this particular day, it was 1.92!

↑ 2x frustration
Is that good or bad?
So you’ve found a problem... now ask WWWWWWA
So you’ve found a problem... now ask **WWW**: Who experiences it?
So you’ve found a problem... now ask **WWWVWA**

Who experiences it? **What** is the purpose?
So you’ve found a problem... now ask WWWWWA

Who experiences it?  
What is the purpose?  
**Where** is it visible?
So you’ve found a problem... now ask WWWWWW

Who experiences it?
What is the purpose?
Where is it visible?
**When** is it visible?
So you’ve found a problem… now ask: WWWW

Who experiences it?
What is the purpose?
Where is it visible?
When is it visible?
Why is it there?
So you’ve found a problem... now ask WWWW

Who experiences it?
What is the purpose?
Where is it visible?
When is it visible?
Why is it there?
Are there any dependencies?
Who experiences it?
All customers wanting to use a Credit Card

What is the purpose?
Complete a purchase

Where is it visible?
During Payment selection

When is it visible?
At Checkout

Why is it there?
Wanting to use a Credit Card

Are there any dependencies?
Error messages, API calls, Platform, etc
Apply A Gift Card

Select Payment Method

- Credit Card

Name On Credit Card*
Name on Card

Credit Card Number*
Card Number

Expiry Date*

Month 2023

CVC* 0

Confirm & Pay

By proceeding with payment you agree to the MyDeal.com.au Terms and Conditions and Privacy Policy

- PayPal

More Payment Options

2% conversion
We support each other to win, together
We need to understand every interaction and now more than ever, every non-interaction.
What device do you think our customers are browsing on?

A. Desktop  
B. Mobile
67% mobile
33% desktop
How long do you think customers stay on the home page?

A. Less than 30s  
B. 30s to 1min  
C. More than a minute
On the home page, 27 seconds
How far would customer scroll?

A. Less than half way
B. All the way!
Most customers scroll 10% of the home page.
Let’s look at how far 10% is on mobile device.

2-3 scrolls
Comparing:

- **Tap rate**: The percentage of customers to who tapped on the zone.
- **Exposure rate**: How far are customers scrolling?
- **Attractiveness**: Are customers inclined to click on the zone?
- **Revenue**: Revenue generated by those who tapped on the zone.
## ROI

<table>
<thead>
<tr>
<th>Increase</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 336%</td>
<td>Revenue</td>
</tr>
<tr>
<td>+ 95.1%</td>
<td>Revenue per click</td>
</tr>
<tr>
<td>+ 111%</td>
<td>Purchase - Conv. rate per click</td>
</tr>
</tbody>
</table>

## Attractiveness

<table>
<thead>
<tr>
<th>Increase</th>
<th>Click rate (pageview level)</th>
<th>Click rate (session level)</th>
<th>Time before first click</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 104%</td>
<td>0.53%</td>
<td>0.73%</td>
<td>60.6s</td>
</tr>
<tr>
<td>+ 103%</td>
<td>0.26%</td>
<td>0.36%</td>
<td>61.4s</td>
</tr>
<tr>
<td>- 1.32%</td>
<td></td>
<td></td>
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Be proactive, not reactive
Ask WWWWWWA
Support each other to win, together
From fleeting glances to meaningful conversations, every (non) interaction counts.