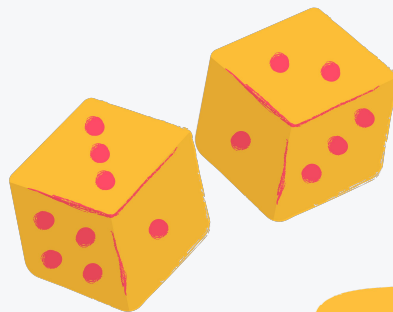


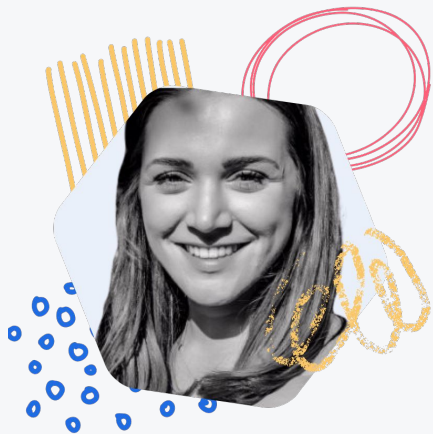
CX circle

POWERED BY  CONTENTSQUARE

# CS Workshop: Are you game?



Nice to meet you!



CX Northern Europe  
Elise Cuthbertson



Customer Success Manager  
Inês Esteves

# Jumanji - it's a jungle out there!



#1 What does my user journey look like?

#2 My conversion rate decreased. Why?

#3 How do I spot friction points?

#4 I have an AB Test coming up... What do I do?



Join at [slido.com](https://www.slido.com)

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CX circle

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— 1: What is your biggest challenge? Let us know in the poll!



#1 What does my user journey look like?

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## 2: Let's now discuss your challenge!

If you dialled in virtually.. 🙋

1. **Let us know in the Hopin chat why you have this challenge and elaborate on the issue!**

If you are here with us in person.. 🙋

1. **Turn to your neighbour to the right of you, and both share in 30 secs each why you have this challenge and elaborate on the issue!**





AND CALLED OUT  
AND NAME

REACHED JUMANDI  
PLATE

IN THE  
JUNGLE YOU  
MUST WAIT,  
UNTIL THE DICE  
READ FIVE  
OR SIX



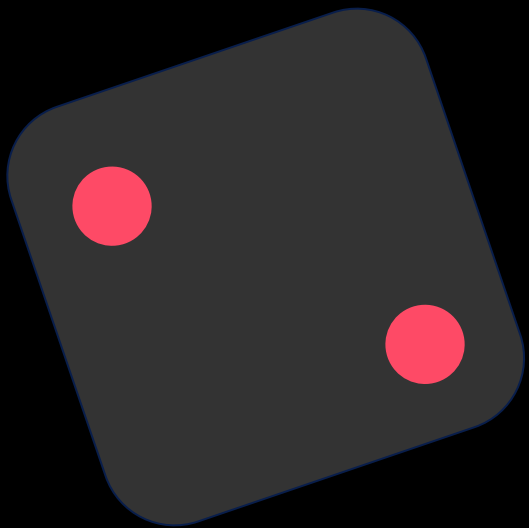
## Please throw 5 or 8

If you've caught the dice:

Lands on **2 or 5**?  
Stand up and shout the  
number!

**A different number?**  
Throw the dice to someone  
else!

As soon as we hit 2 or 5, we will  
start with explaining a challenge



**OR**



# Jumanji - it's a jungle out there!



**#1** What does my user journey look like?

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— #1 What does my user journey look like?





# #1 What does my user journey look like?



## QUESTIONS TO ASK

1. What are the first steps of the journey?
2. Which pages have high bounce rates?
3. What does the journey after a key page look like?
4. How are users reaching a specific page?

# #1 What does my user journey look like?

## 1. What are the first steps of the journey?

Understand what are the main landing pages, if there is any looping behaviour and exits.

1

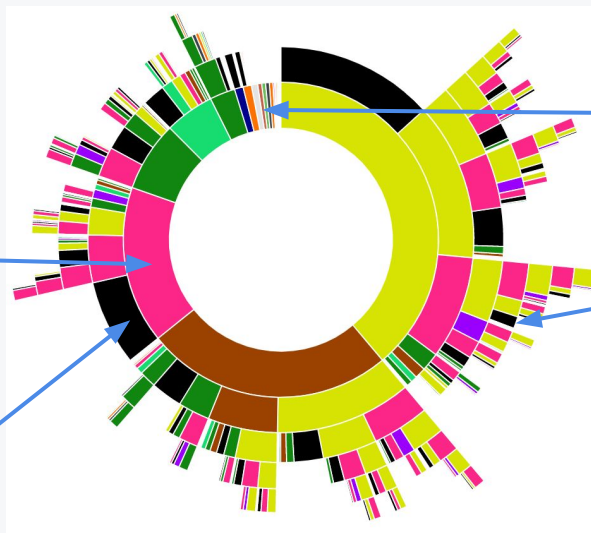
The colors correspond to the different pages. **Use the key on the left of the platform** screen to see page labels.

2

The **first ring represents the landing pages**. Each ring after that counts as a different page view.

3

**Black rings represent exits**. If it is directly after the landing page, it represents a bounce (or 30 min of inactivity).



4

If there is no black ring and is not checkout, it is because **traffic is too small to display**.

5

The initial view in Journey Analysis only shows you the first seven steps of the user journey.

# #1 What does my user journey look like?

## 2. Which pages have high bounce rates?

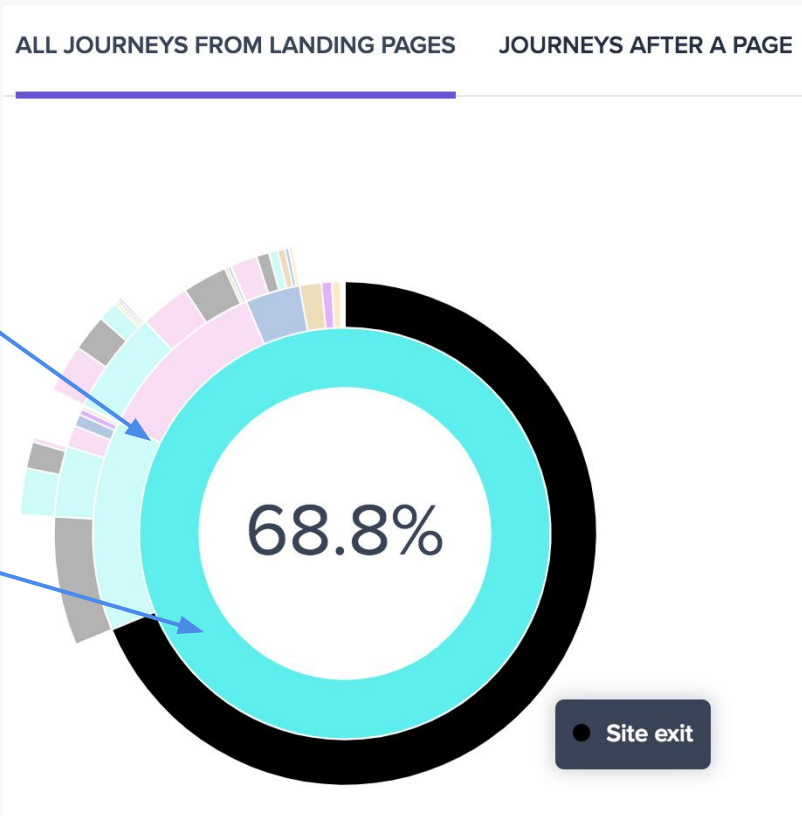
1

Click on any of the colors to **view more steps** in the journey.

2

To view the bounce rate:

1. Click on the landing page.
2. Click CTRL.
3. Hover over the black ring.



# #1 What does my user journey look like?

## 3. What does the journey after a key page looks like?

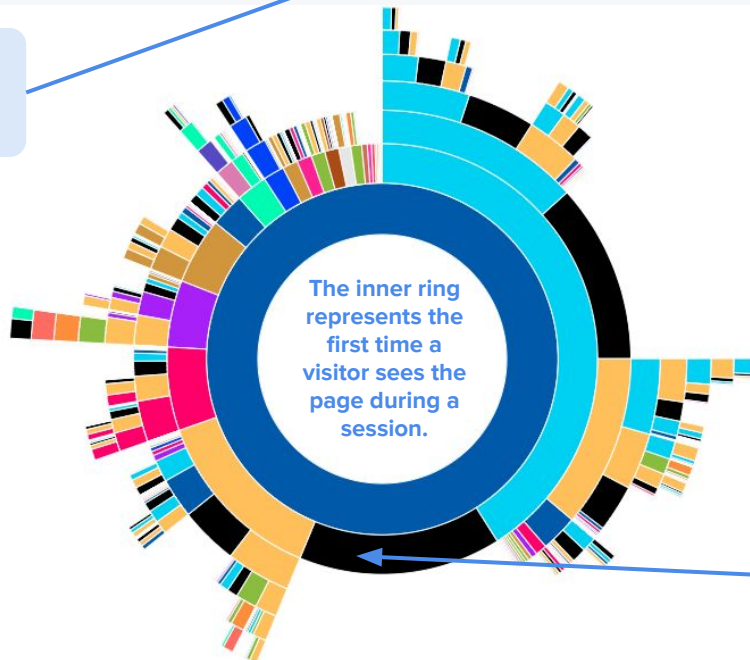
1 Click on any of the colors to **view more steps** in the journey.

Journeys after the page:

Home
Search
Basket
Checkout
Checkout - Shipping
Checkout - Billing

ALL JOURNEYS FROM LANDING PAGES

JOURNEYS AFTER THE PAGE: CHECKOUT





# #1 What does my user journey look like?

## 4. How are users reaching a specific page?

1

Click this toggle to view common **exit pages**.

Reverse journey ?

ALL JOURNEYS TO EXIT PAGES

JOURNEYS BEFORE A PAGE

ALL JOURNEYS TO EXIT PAGES

JOURNEYS BEFORE THE PAGE: CONTENT

2

The inner ring now represents exit pages, **not landing pages**.

3

The lilac rings are **'site entry.'**

4

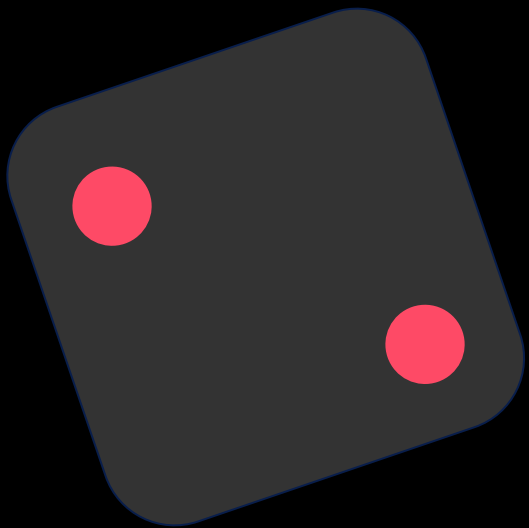
Select 'Journeys Before the Page' to view how users reach a page.

5

The inner ring is now the **last time in they see that page.**

A close-up portrait of a man with long, wavy, light brown hair and a full, dark beard. He is smiling broadly, showing his teeth. The background is dark and out of focus, suggesting an indoor setting. The text "Challenge Concluded" is overlaid at the bottom in a large, white, sans-serif font.

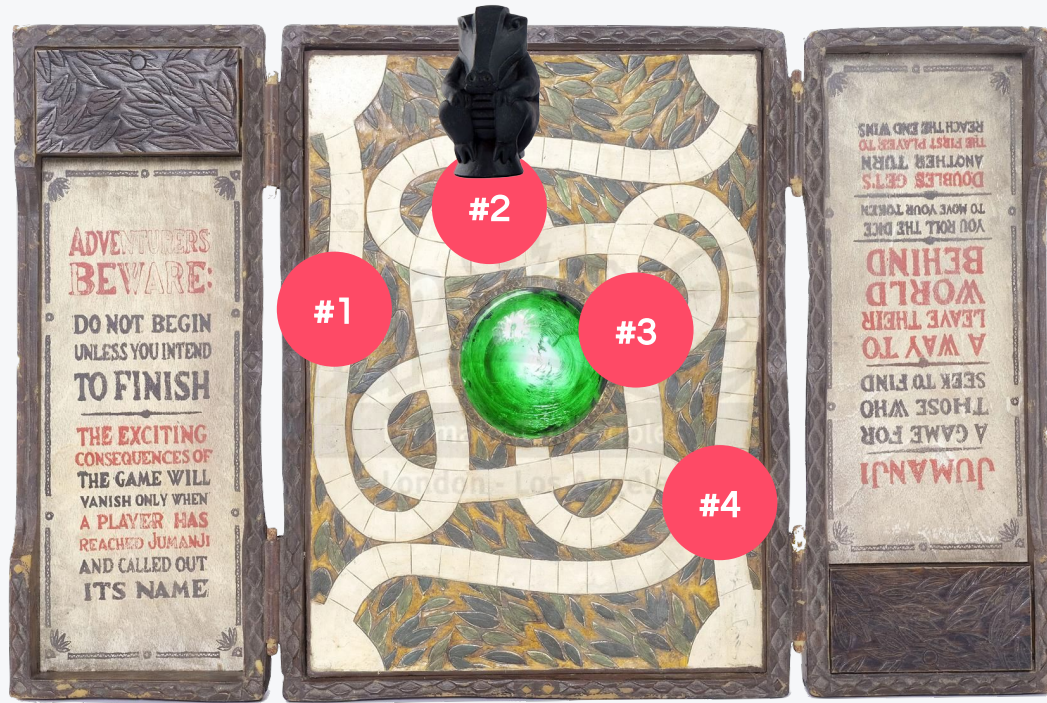
**Challenge Concluded**



**OR**



# Jumanji - it's a jungle out there!



#1 What does my user journey look like?

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— #2 My conversion rate decreased.  
Why?



## #2 My conversion rate decreased.



### QUESTIONS TO ASK

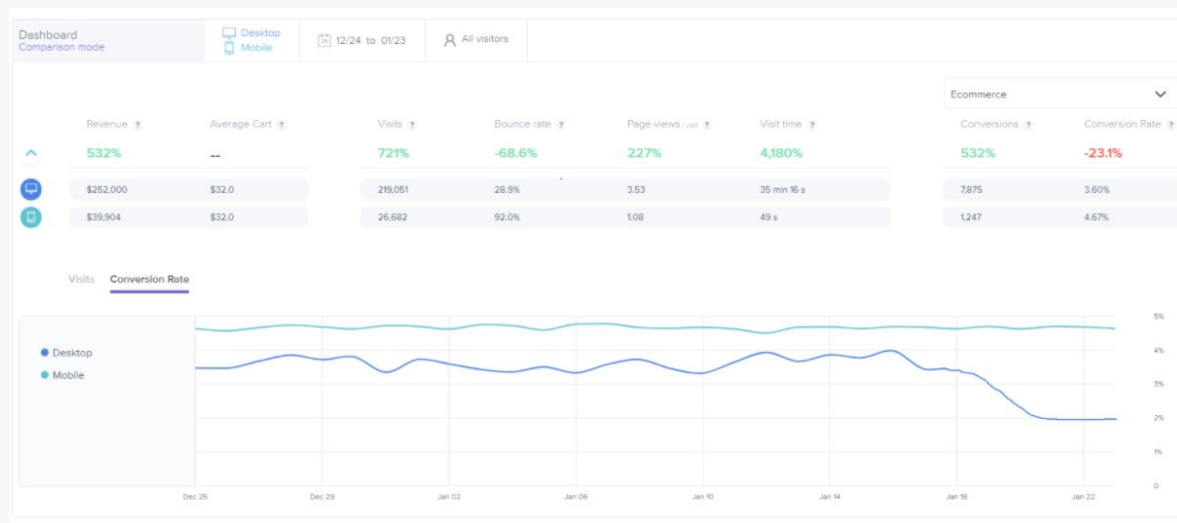
1. What is the context around this decrease?
2. What pages are being impacted?
3. What elements of the page are underperforming?

# #2 My conversion rate decreased.

## 1. What is the context around the decrease?

Use site overview to compare and analyse.

- Identify device and date of the drop
- Is there any reason that can explain the decrease?



1. Go to the Site Overview  
Apply the segment "All Visitors"
2. Select the period
3. Compare the Conversion Rate by device using Comparison Mode

# #2 My conversion rate decreased.

## 2. What pages are being impacted?

Analyse your key pages and compare between the before and after the decrease occurred to understand which page is being impacted.

VS

*The comparison mode allows to compare behaviors differences between two segments or two periods.*

← Modify selected pages Select a conversion goal : Ecommerce

Pages	Views	Sessions	Views/Session	Bounce	Exit	Scroll	Height	Time spent	Activity	Load time	Conversion
★ Homepage	+ 17.7%	+ 17.8%	- 0.16%	- 3.35%	- 2.68%	- 0.46%	- 3.01%	- 1.60%	- 1.10%	- 2.03%	- 13.4%
<input type="checkbox"/> 08/01 to 08/31	594,407	295,999	2.01	14.0%	11.0%	21.5%	5,689px	22.3s	36.5%	1.24s	4.06%
<input type="checkbox"/> 09/01 to 09/30	505,176	251,167	2.01	14.5%	11.3%	21.6%	5,866px	22.7s	36.9%	1.26s	4.69%
★ Product	+ 10.2%	+ 6.56%	+ 3.39%	+ 0.12%	- 7.13%	+ 0.90%	+ 0.97%	+ 3.29%	- 47.9%	- 0.45%	- 9.15%
<input type="checkbox"/> 08/01 to 08/31	1,856,537	615,521	3.02	61.3%	21.5%	39.8%	3,916px	49.6s	52.1%	1.13s	3.16%
<input type="checkbox"/> 09/01 to 09/30	1,685,197	577,650	2.92	61.2%	23.1%	39.5%	3,878px	48.0s	100%	1.13s	3.47%

1. On Page Comparator, favorite all pages leading to the impacted page
2. Select the Comparison mode & choose the appropriate period of time.
3. Select the conversion goal (e.g. "Reach PDP").



## #2 My conversion rate decreased.

### 3. What elements of the page are underperforming?

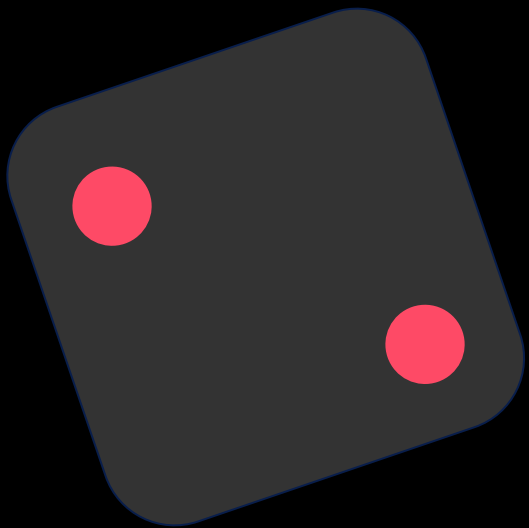
After identifying the page where the bottleneck comes from, we want to identify what went wrong.



1. Go to Zoning Analysis, select the bottleneck page and apply the segment "Non-Bounce Visits"
2. Enable Comparison Mode: select the period of time when you identified the drop in conversion, and compare it with a period when everything was normal.

A close-up portrait of a man with long, wavy, light brown hair and a full, dark beard. He is smiling broadly, showing his teeth. The background is dark and out of focus, suggesting an indoor setting. The text "Challenge Concluded" is overlaid in white, bold, sans-serif font at the bottom of the image.

**Challenge Concluded**



**OR**



# Jumanji - it's a jungle out there!



**#1** What does my user journey look like?

**#2** My conversion rate decreased. Why?

**#3** How do I spot friction points?

**#4** I have an AB Test coming up... What do I do?



### #3 How do I spot friction points?





# #3 How do I spot friction points?

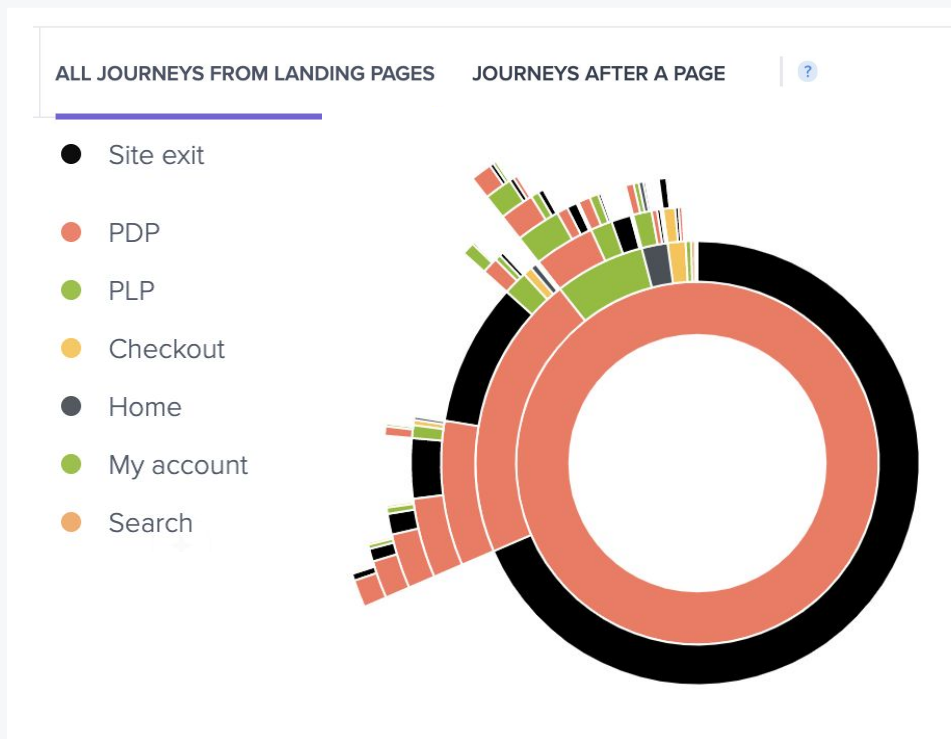


## STEP BY STEP GUIDE

1. How are users behaving across the journey?
2. What is the best order for the page elements?
3. Are users getting confused or frustrated by any elements?
4. Is the order of the content correct based on what users prefer?

# #3 How do I spot friction points?

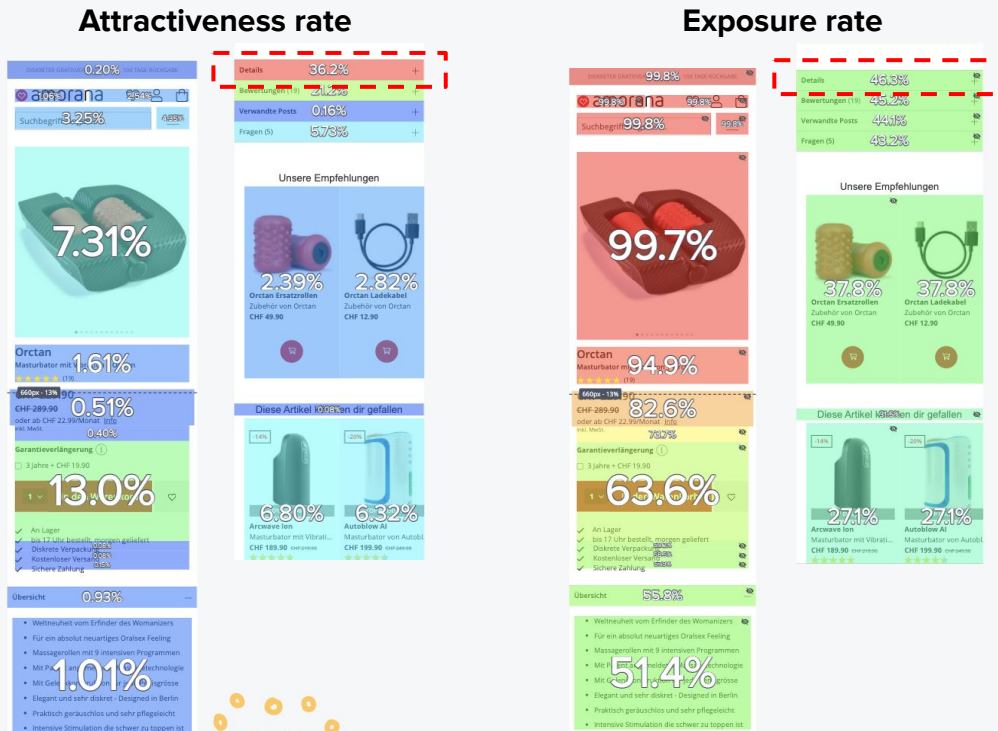
## 1. How are users behaving across the journey?



1. What are users most likely to do after landing on a page?
2. How many users reach another page from that landing page?
3. What other interesting behaviours can you spot?

# #3 How do I spot friction points?

## 2. What is the best order for the page elements?



1. Are the elements in the best order?
2. Are the most attractive elements of the page the ones with higher exposure?

# #3 How do I spot friction points?

## 3. Are users getting confused or frustrated by elements?

### Click recurrence



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- Zahlung auf Rechnung**  
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- Schweizer Kundenservice**  
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- Kontakt
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- Garantie
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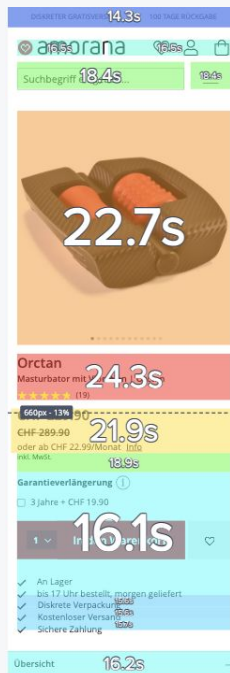
Orctan **1.51** CHF 229.90  
★★★★★ (19) CHF 209.90 inkl. MwSt.

1. Analyse any signs of frustration shown by the click recurrence.
2. Analyse signs of confusion through hesitation time and Float time.

# #3 How do I spot friction points?

## 4. Is the order of the content correct based on what users prefer?

### Exposure time



### Conversion rate per click

Choose 'goal' as appropriate for the page in question

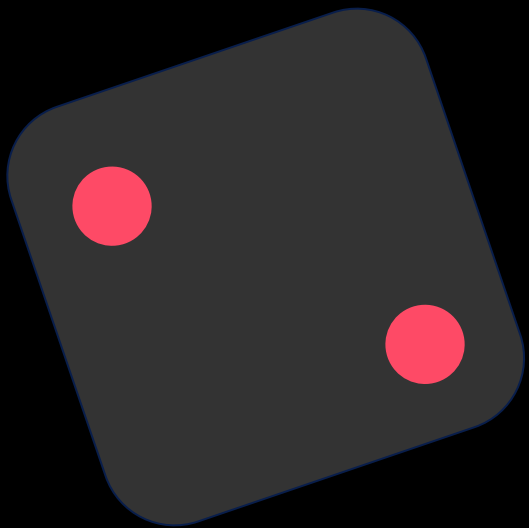


1. What content is most engaging?
2. Are there any elements with low exposure time but high conversion rate that can be replaced?



A close-up portrait of a man with long, wavy, light brown hair and a full, dark beard. He is smiling broadly, showing his teeth. The background is dark and out of focus, suggesting an indoor setting. The text "Challenge Concluded" is overlaid in white, bold, sans-serif font at the bottom of the image.

**Challenge Concluded**



**OR**



# Jumanji - it's a jungle out there!



**#1** What does my user journey look like?

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**#4** I have an AB Test coming up... What do I do?



— #4 I have an AB Test coming up...  
What do I do?



## #4 I have an AB Test coming up...



### STEP BY STEP GUIDE

1. High level comparison using Page Comparator
2. Analyse journeys
3. In page zoning analysis
4. Draw conclusions



# #4 I have an AB Test coming up...

## 1. High level comparison using Page Comparator

Use Page Comparator to focus on the page that the test is running on.

Desktop Jan 20 → Feb 9 2020 (21 days) Variation VS Desktop Jan 20 → Feb 9 2020 (21 days) Control

The comparison mode allows to compare behaviours differences between two segments or two periods.

← Modify selected pages Select a conversion goal: Ecommerce

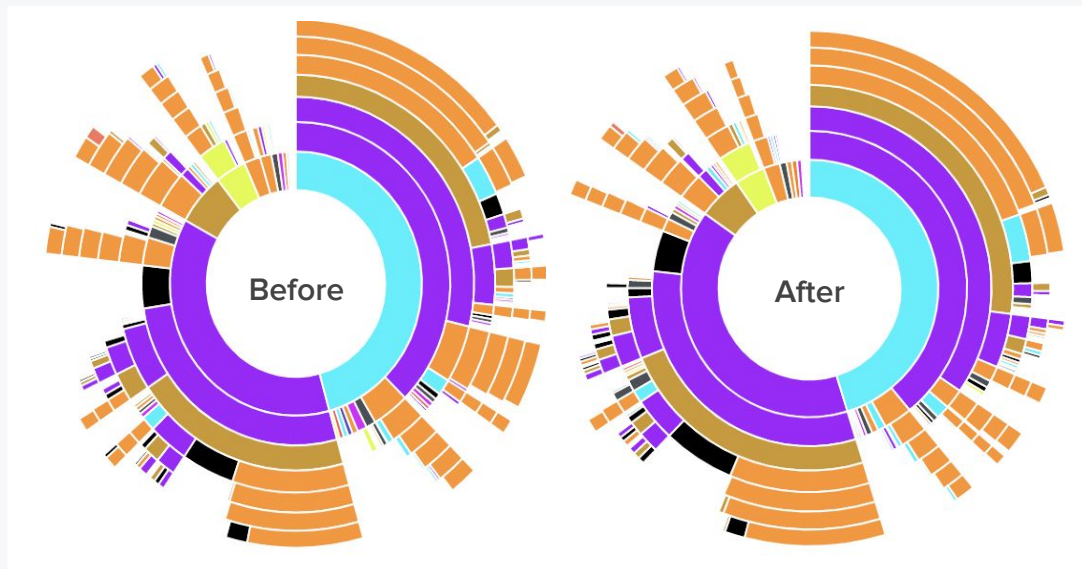
PAGE	Views	Visits	Views/Visit	Bounce	Exit	Scroll	Height	Time spent	Activity	Load time	Conversion
★ Category	-13.2%	-21.0%	+9.94%	-13.6%	-12.0%	-9.04%	+2.02%	-9.55%	+5.67%	+1.29%	-11.5%
👤 Variation (ref)	1,139,218	252,792	4.51	23.6%	9.33%	57.6%	6,991px	63.5s	56.6%	1.33s	0.89%
👤 Control	1,311,727	319,997	4.10	27.3%	10.6%	63.3%	6,853px	70.2s	53.6%	1.31s	1.01%

1. Identify any key differences between the versions
2. Spot if key UX metrics on the page were impacted

# #4 I have an AB Test coming up...

## 3. Analyse Journeys

Use journey analysis to understand if the journeys were impacted.



1. At a high level, are there any key differences between the versions?
2. Did it impact any of the key UX metrics on the page?

# #4 I have an AB Test coming up...

## 4. In page Zoning analysis

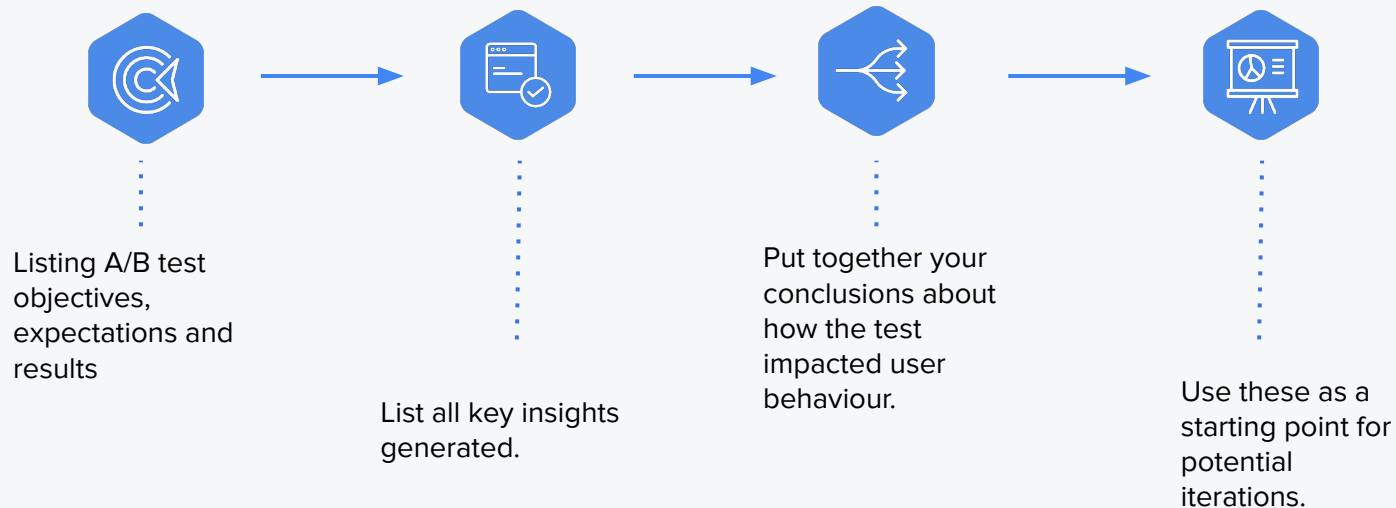
Analyse user behaviour on the page.



1. Analyse attractiveness rate of the key elements.
2. Analyse hover rate, time before first click, click recurrence, conversion rate per click to measure impact on interactions.

## #4 I have an AB Test coming up...

### 5. Draw conclusions





Jumanji...



# Jumanji - it's a jungle out there!



**#1** What does my user journey look like?  
*This may feel like quick sand, but Journey analysis will lend a hand.*



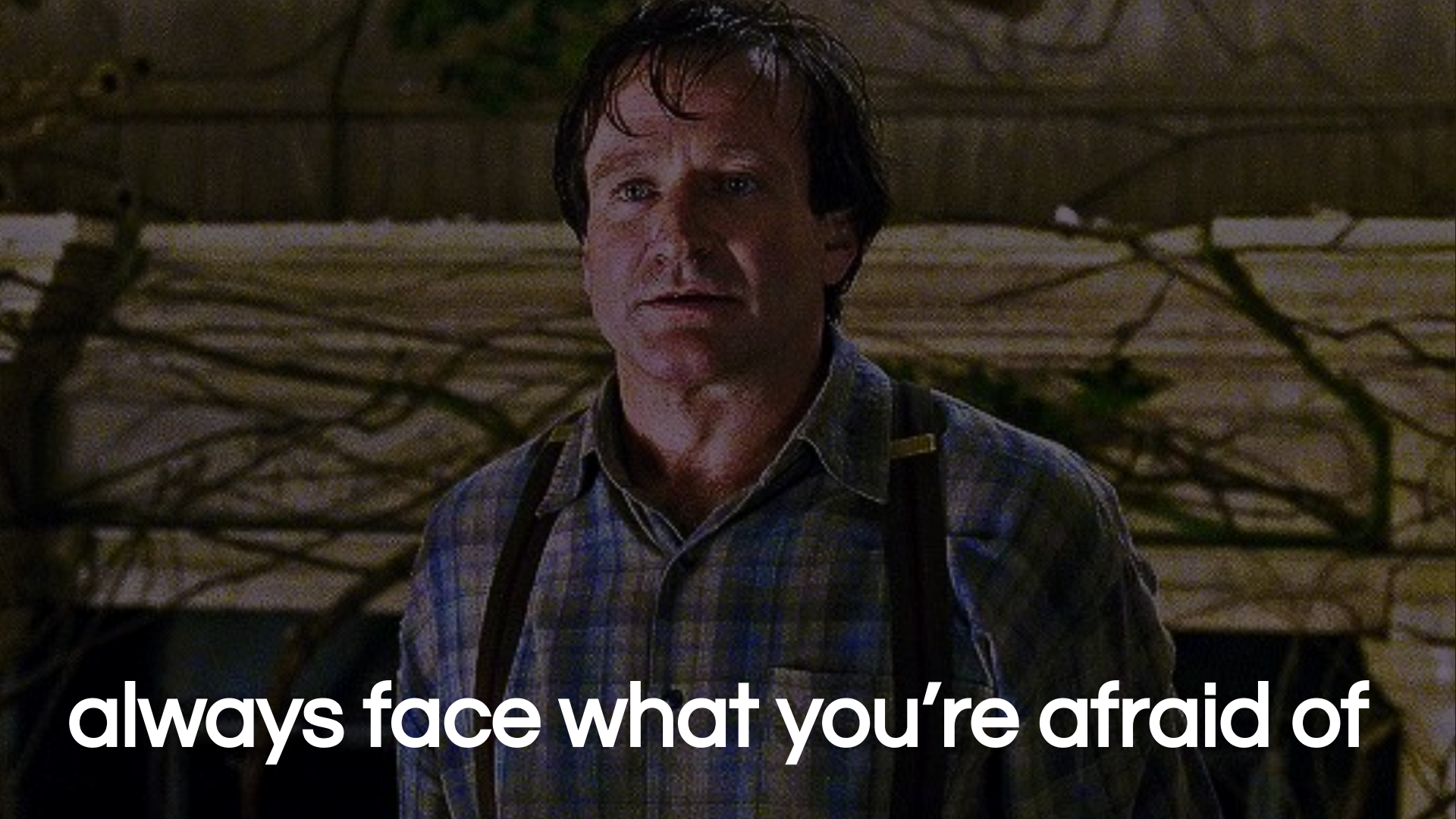
**#2** My conversion rate decreased. Why?  
*From Macro to Micro you should go, if you want to see this metric grow.*



**#3** How do I spot friction points?  
*This will not be an easy mission, but zoning analysis will speed the expedition.*



**#4** I have an AB Test coming up... What do I do?  
*Define > Analyse > Conclude is the key - follow this steps and you'll win Jumanji.*



**always face what you're afraid of**