

Let your Inner Shine Glow: Boost your Website & Mood

 **classpass**

**THE
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Let your inner shine glow: Boost your website & mood

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classpass

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A solid blue vertical panel on the right side of the image. It features several white decorative elements: a cluster of small triangles in the top left, a circular pattern in the top right, a large, stylized, textured white shape resembling a '00' or 'oo' in the bottom right, and a series of overlapping white circles in the bottom left.

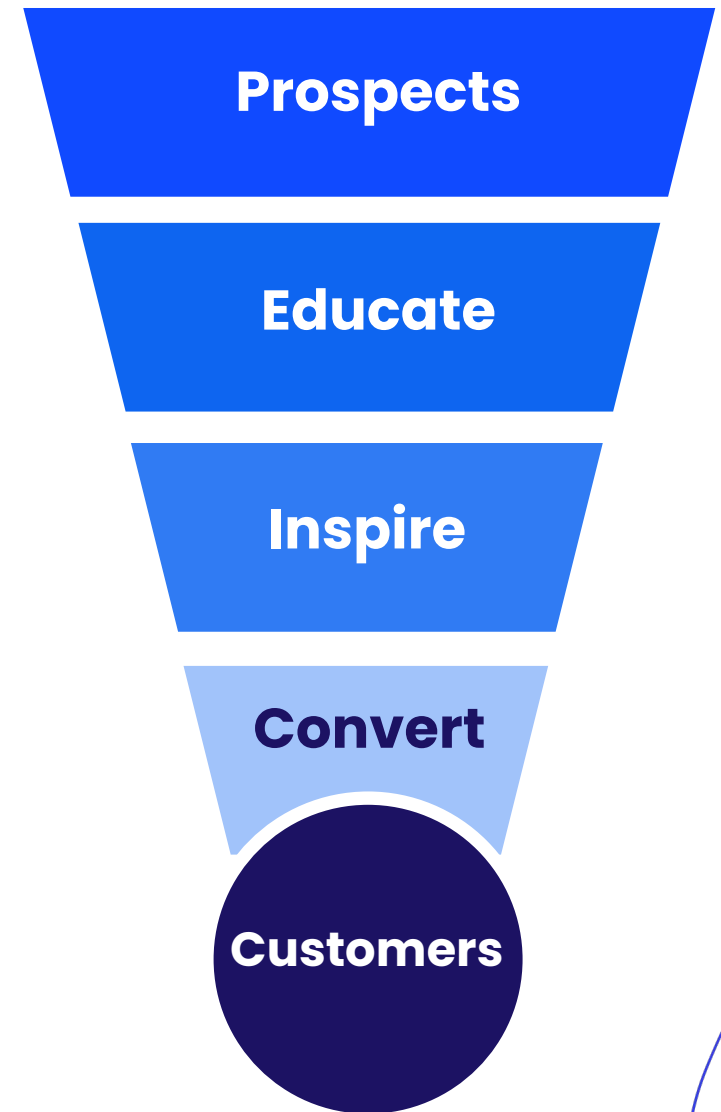
About me

What is conversion rate optimisation (CRO)?

A system to increase the rate at which **prospects** (i.e. web visitors or app downloaders) **become customers**.

Methods include:

- A/B testing
- User research
- User interviews
- Web analytics analysis





Who's completed
a web redesign in
the past 2 years?

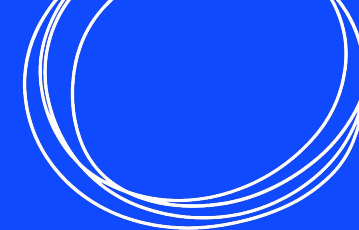
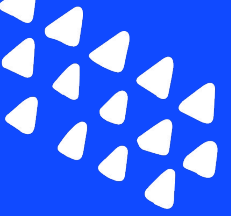




Why we redesigned the ClassPass.com website

- Customer confusion with current flow
- New businesses & activities available
- Legacy marketing messaging
- Fragmented user journey
- Working teams knew we could do better

... what are some reasons your team redesigned your website?



5 tips to boost your next redesign



5 tips to boost your next redesign

1

Have a clear, data-backed goal

2

Survey your internal team

3

Use tools that enable a fast build-&-test process

4

Optimise for the majority first

5

Prototype & user test

Tip #1: Data-backed goal



Before you go...

Why did you decide not to sign up for a free trial today? Be 100% honest. We love feedback.

Submit

Our exit-intent surveys exposed an opportunity

- How do ClassPass credits work?
- What can I book with the trial credits?
- How does credit pricing work?

Tip #1: Data-backed goal

Our stakeholder-approved goal

Primary goal: Improve purchase conversion rate by 5%, relative to baseline CVR

How we plan to accomplish this?

- Address common questions that prevent prospects from signing up
- Leverage optimisation best practices
- Inform prospects about all of our product offerings
 - Fitness classes, gym time, beauty, spa, wellness, digital and at-home
- Create a cohesive sign-up flow
 - All working teams are confident & proud of the final design

Tip #2: Survey your internal team

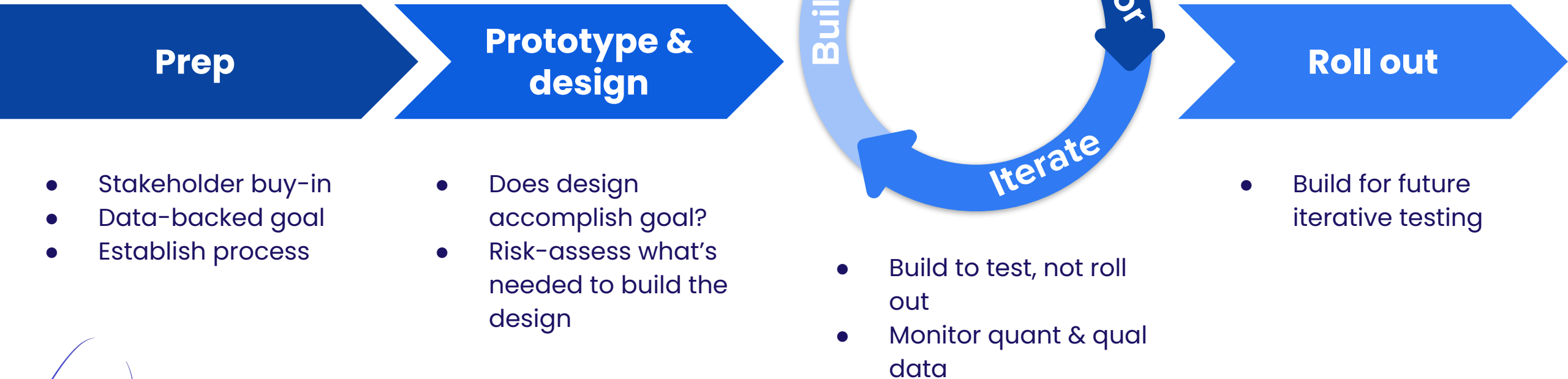
Ask for your team's input via an internal survey

- Why doesn't the current website reflect what ClassPass offers?
- If you could change one thing about the website, what would it be and why?
- Provide an example of a website that successfully educates, inspires and converts customers.



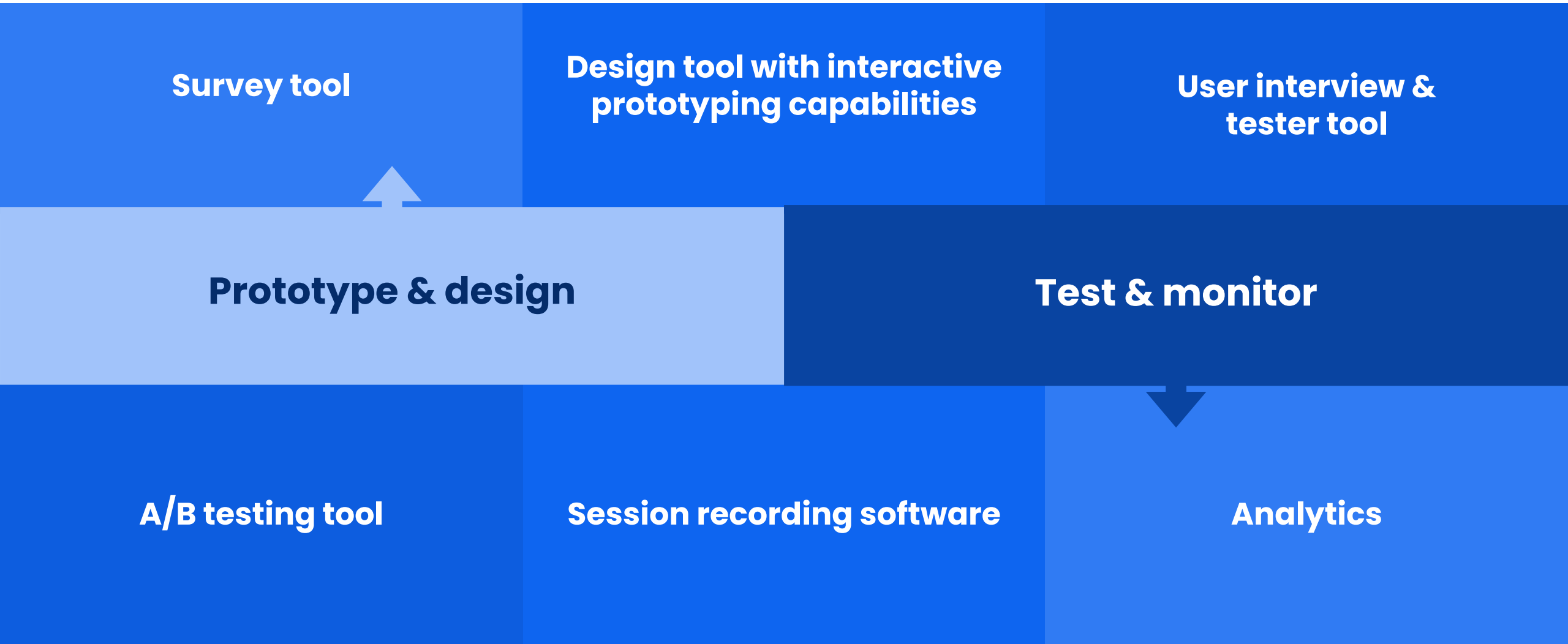
Tip #3: *Fast test & build process*

Our redesign process

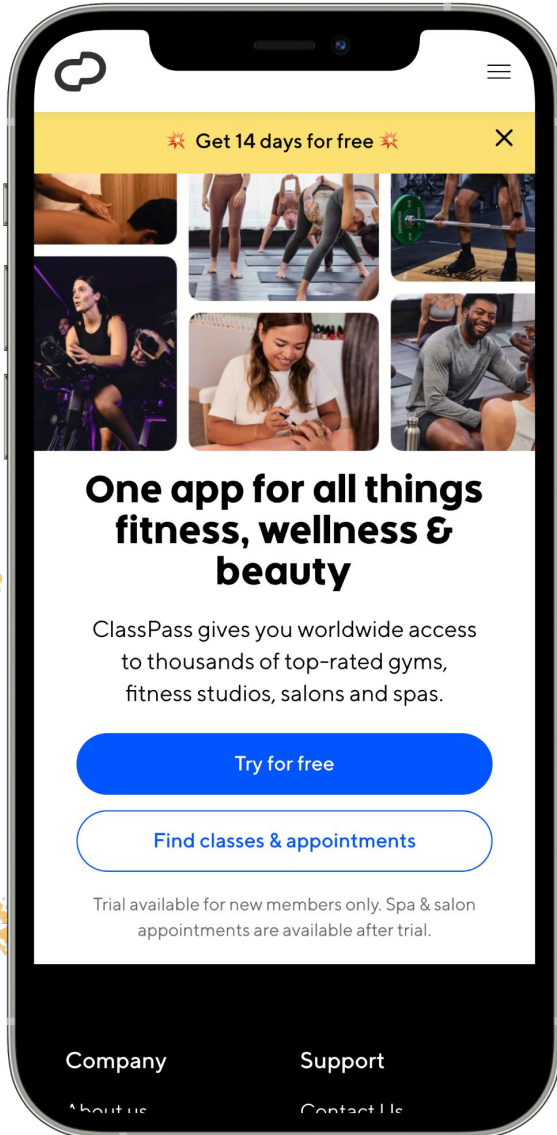


Tip #3: Fast test & build process

Our tech stack



Tip #4: Optimise for majority first



Narrow scope to majority first

Aim to optimise for where majority of your web visitors are.

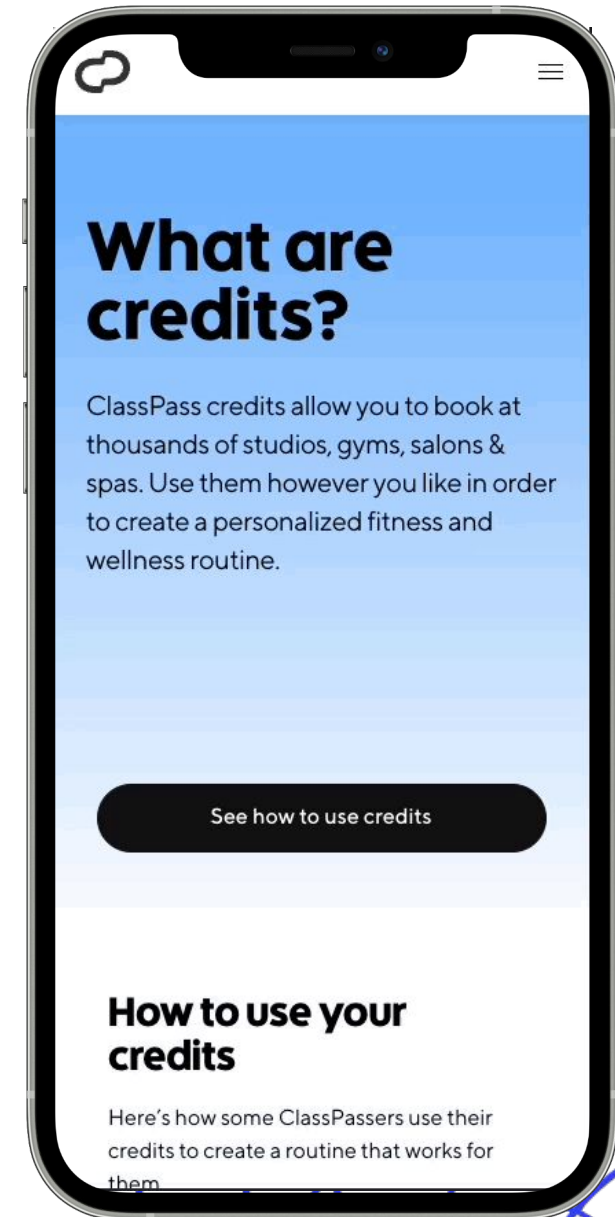
Benefits:

- Faster design turnaround
- Simplifies quality assurance process
- Focuses monitoring & iteration process

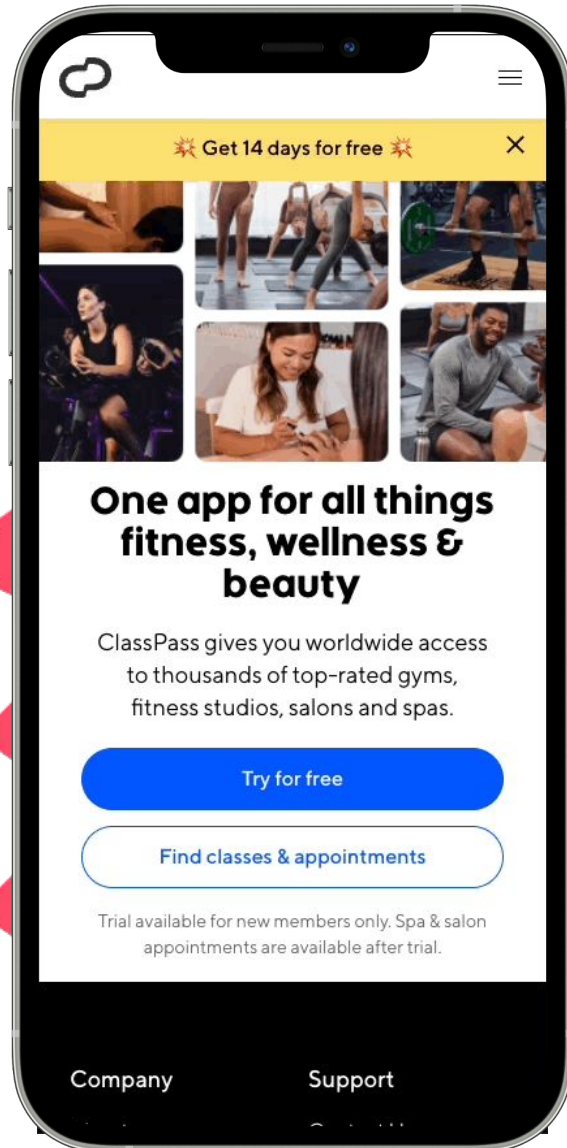
Tip #5: Prototype & user test

Take preliminary designs through user tests

- Avoid yes/no questions
- Ask for verbal answers, instead of write-in answers
- Create prototypes for the target device to test functionality ahead of building
- Use screener questions & filters to target your business' demographic

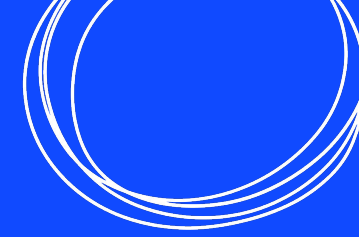
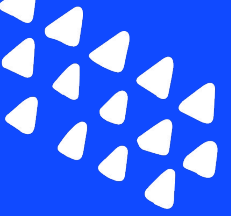


Tip #5: Prototype & user test



Use the same test plan across all designs to gauge improvements

- In your own words, what do you think ClassPass is offering you?
- What information is discouraging or irrelevant when deciding if ClassPass is right for you?
- What you would like to click on next? What are you hoping to see or learn?

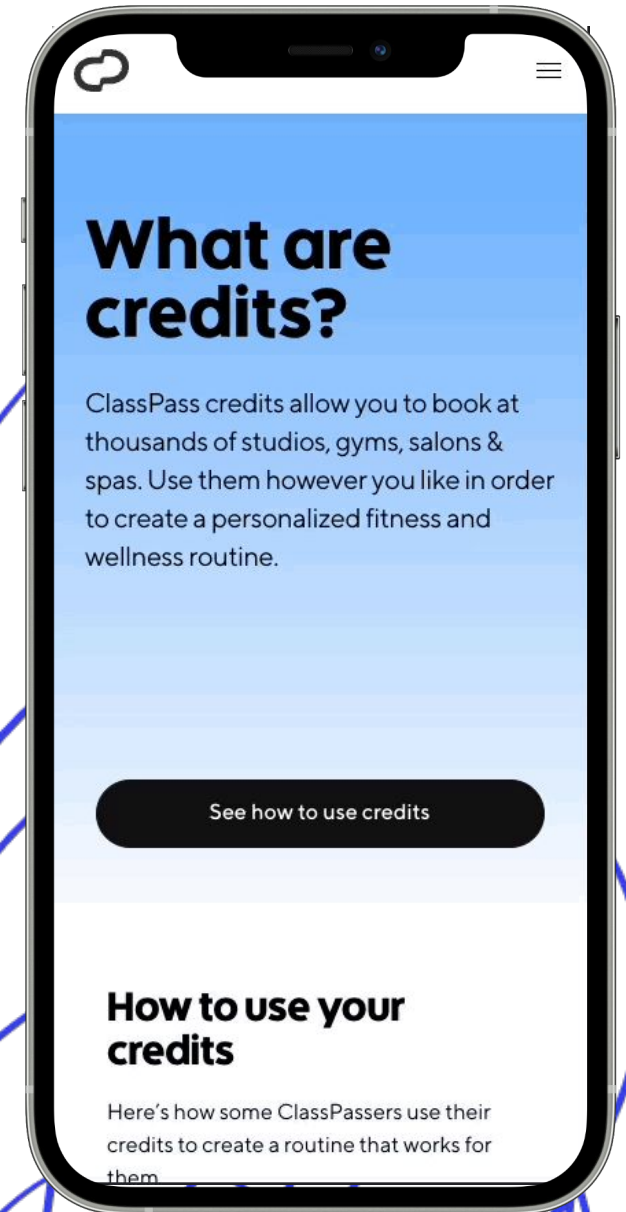
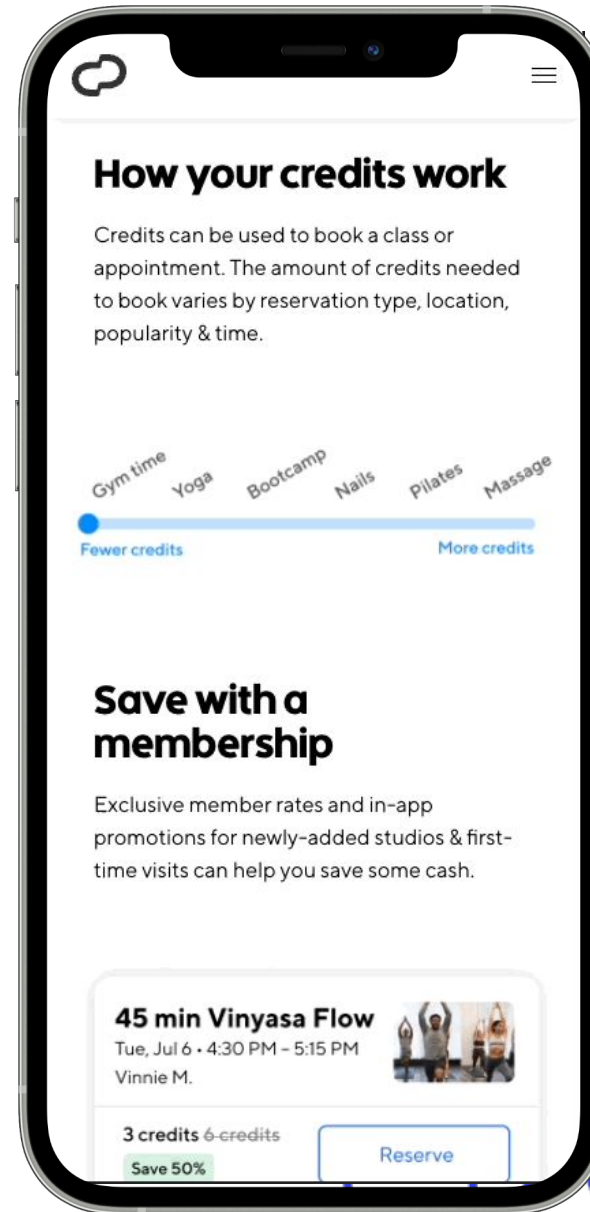


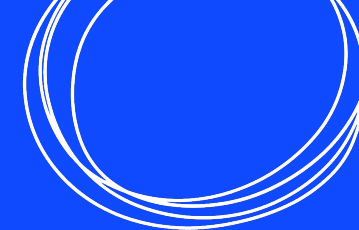
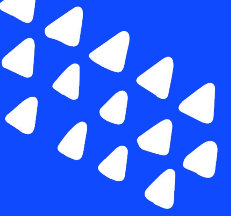
The result



We achieved a 10% improvement

- Mobile-friendly carousels & swiping
- New credits explainer page
- Walkthrough explanation of how the trial works





*Thank you & introducing,
The Refinery E9*

