

Date: 11/22

Client: Bluebow Research Consultancy

Region: United Kingdom

Sector: Private

## **Introduction**

The goal was to observe how real users interact with the website after changes were made during the alpha research stage. The main objectives were observing the ease of navigation and the understanding of what the website is all about, as well as the ease of completing user tasks.

## **Problem**

The website was not getting the right amount of traffic and the drop off rate was extremely high. Users would not go ahead to contact the company even though the contact details were available. This led us to understand that users did not understand what the company has to offer and were frustrated while using the website as 79% of users did not move past the homepage and only 19% went to the “what we do” page while 2% proceeded to the contact page.

## **Solution**

We incorporated a user-centred approach to the project, by aiming to understand users' pain points in situations while attempting to complete a task.

We conducted a mixed method approach to the research to ensure that rich insights were gathered to inform the revised design.

**Outcome:** From the insights gotten after analysing the data, we were able to present recommendations to the CEO and other stakeholders as well as the design and marketing team.

Improvement was done on the homepage, about page, services page and contact page. Currently, 50% proceeds from the homepage to what we do page, 40% proceed from what we do page to contact page, 10% proceeds to use the contact form.