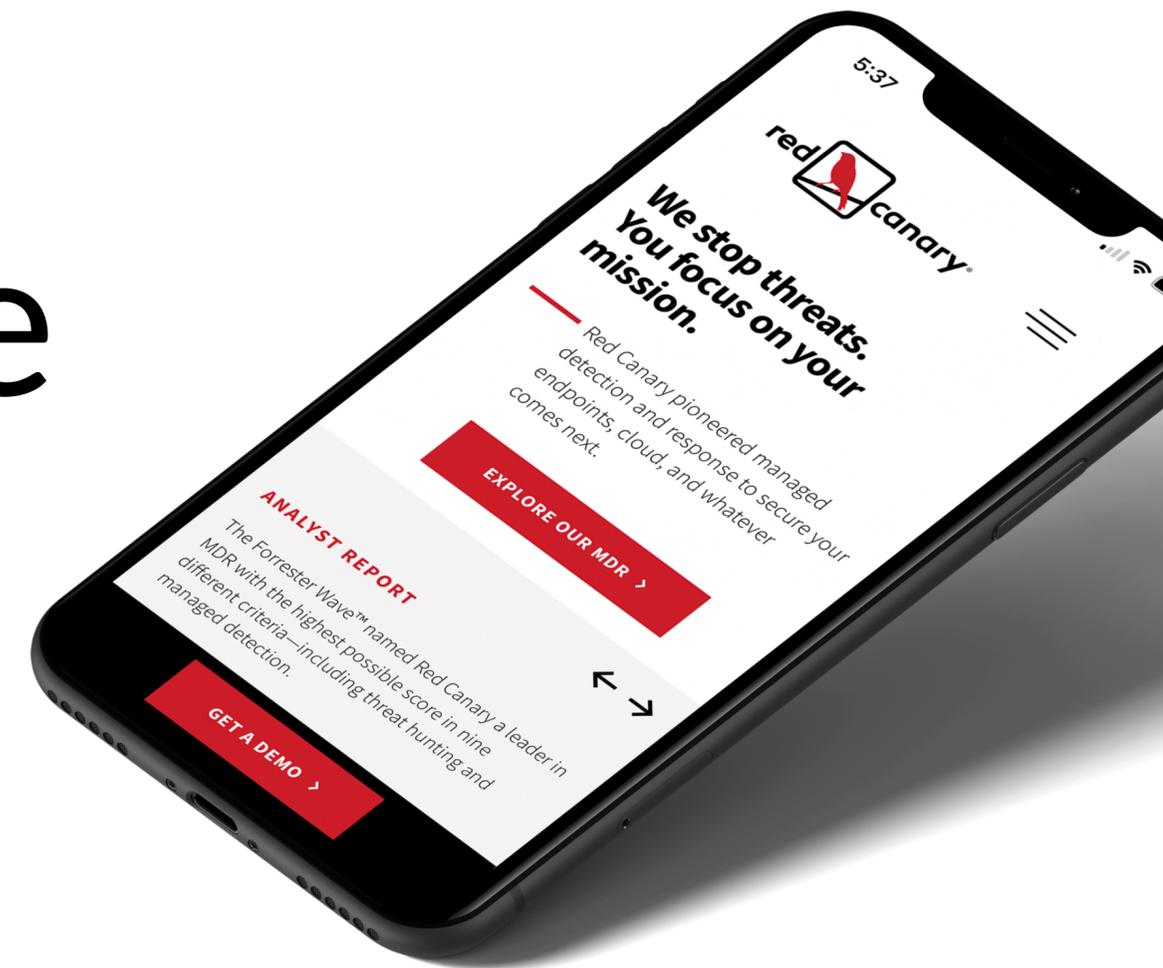


**CASE STUDY:**

# Red Canary Mobile Site Refresh



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# OVERVIEW

**Objective: Optimize the overall user experience for mobile users to increase conversions (form-fills on Demo page)**

## MY ROLE

Project initiation, project management, UX research and design to developer handoff, QA and refinement.

## DURATION

2 months from initiation to production launch.

## TOOLS USED

Google Analytics  
CrazyEgg  
Figma

Moving from a desktop-first focus towards improving the site for the 40% of users accessing the site via mobile devices.

# DISCOVERY

## INITIAL METRICS

Over the course of the previous year, we saw an average **40%** of users accessing the site via a mobile device. I pulled some high-level data that measures mobile engagement levels over the 3 months prior to the project's initiation, comparing it with desktop metrics.

## TAKEAWAYS

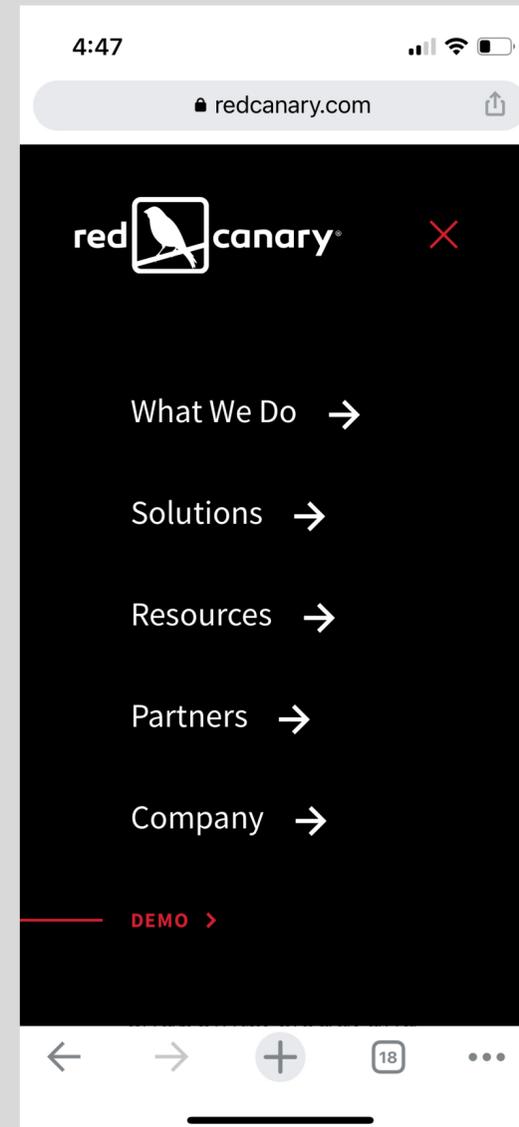
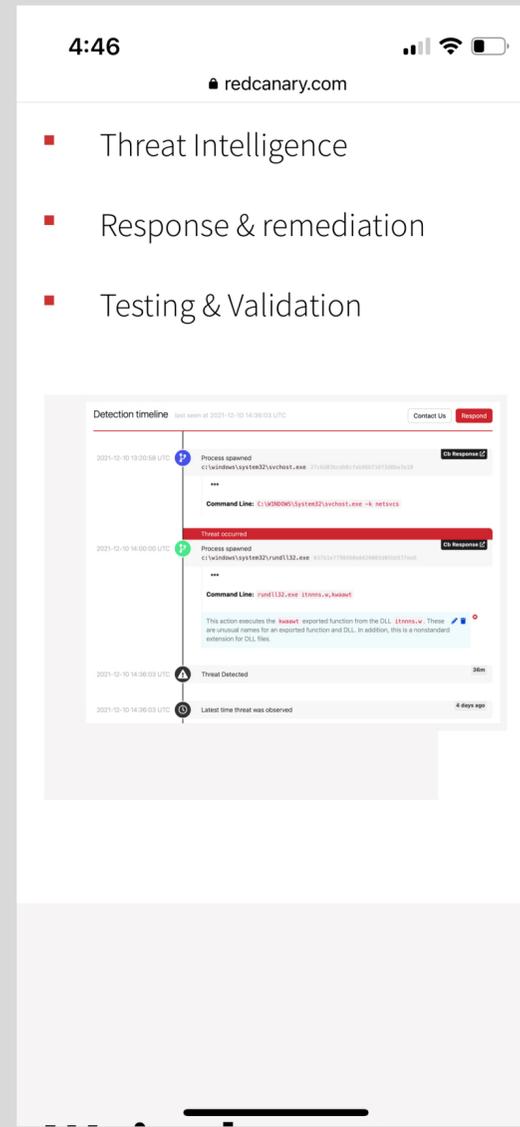
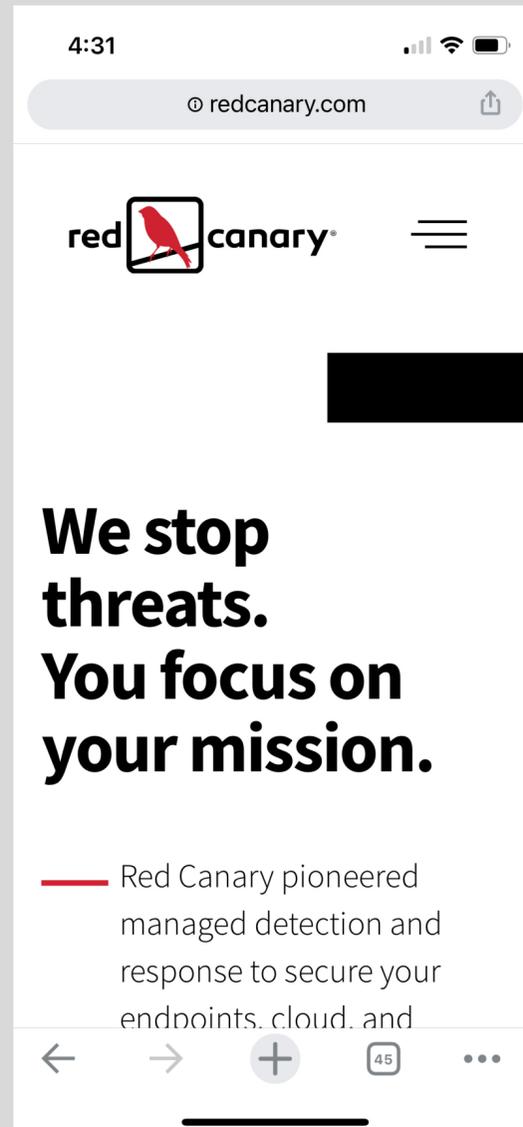
While the Demo conversion rate was comparable to that of desktop, the average session duration was much lower, as were average pages per session, indicating a lack of overall engagement. Further, traffic being driven to the /demo page itself was significantly different from mobile to desktop, as seen in the data below:

- From button in header on desktop: **1.04%** of desktop users
- From mobile nav menu button: **.16%** of all mobile users

Metric	Mobile	Desktop
Average bounce rate	<b>76.42%</b>	76.38%
Average session duration	<b>00:00:44</b>	00:01:10
Average pages/session	<b>1.27</b>	1.38
Demo conversion rate	<b>.07%</b>	.07%

# IDENTIFYING OPPORTUNITIES

Before: Designed circa 2018



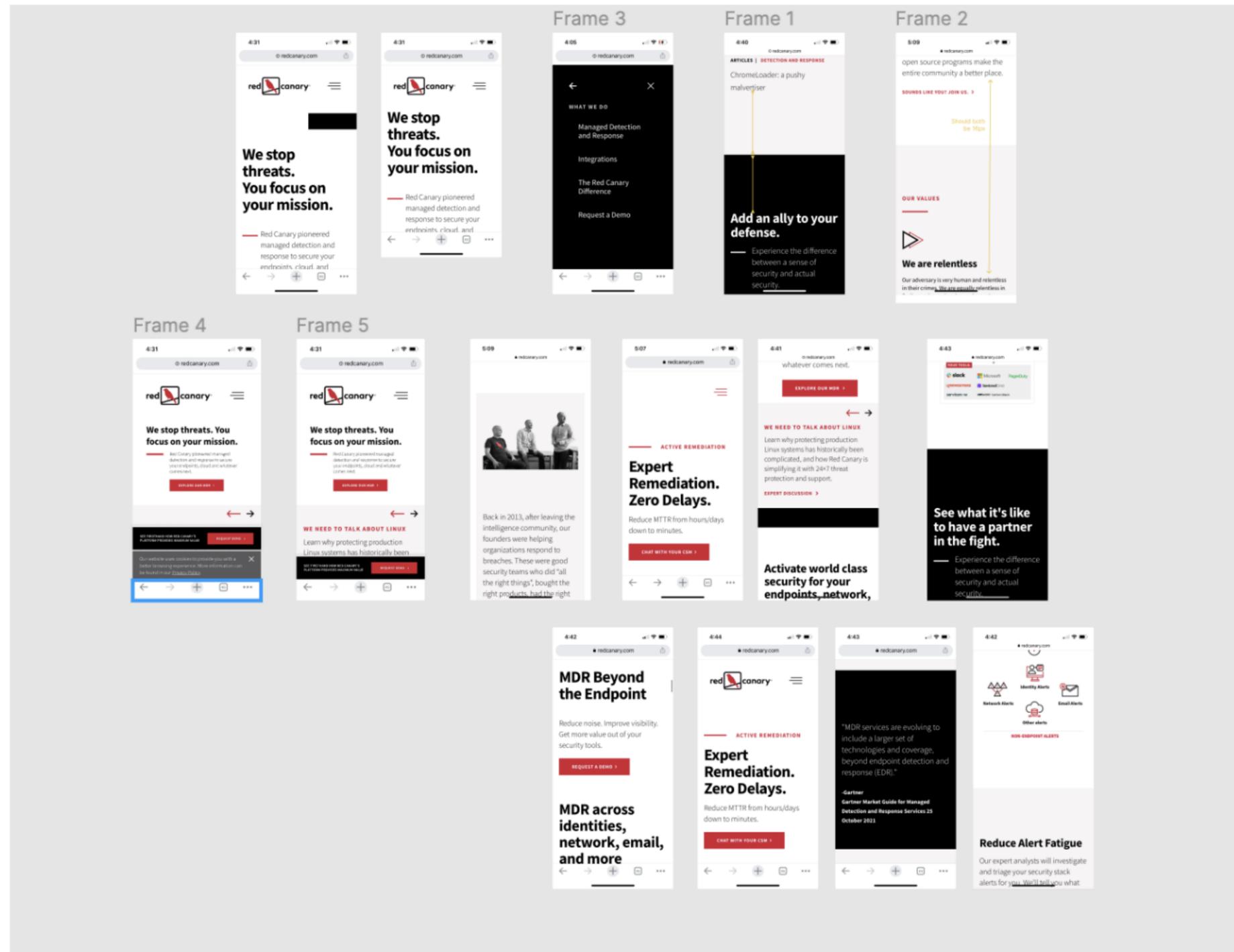
## KEY OBSERVATIONS

Extra spacing and text size inconsistencies required excessive scrolling to access content.

The “demo” button, while prominent on the desktop site, was hidden at the bottom of the hamburger nav menu.

Other issues with the multi-level navigation made nested page paths unclear.

# MOCKUPS



## DESIGN DIRECTION

Provided a new stylesheet to our dev team with adjusted text sizes for H1-H6, p tags and variable styling for subheads

Created a “sticky” bar at the bottom of the site that would house the demo button and keep it front and center for the entire experience (we iterated on the design and styling of this element post-mockups, while it was in the staging environment)

Eliminated unnecessary spaces and design elements

Redesigned the hamburger nav interface to provide context in second-level menus

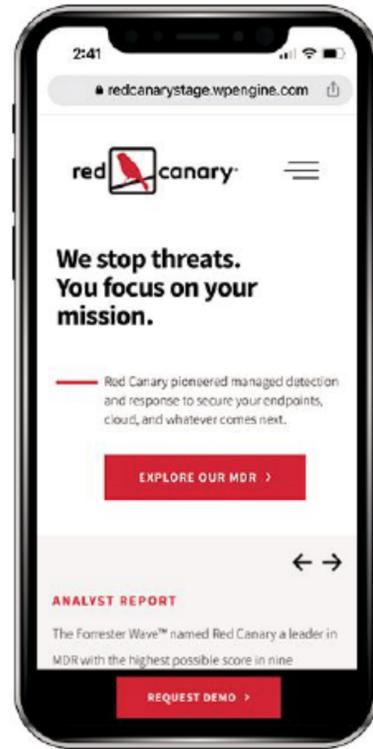
Adjustments to various theme modules to make them adaptable to mobile view

# OUTCOME

## HOME PAGE

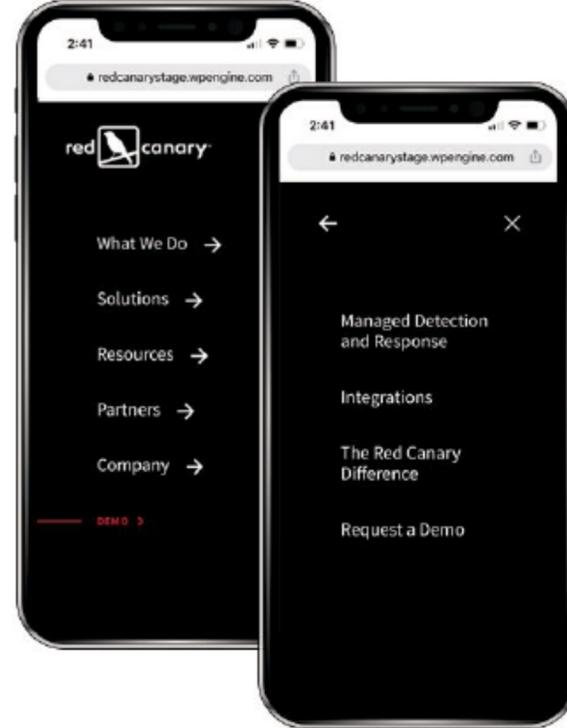


BEFORE

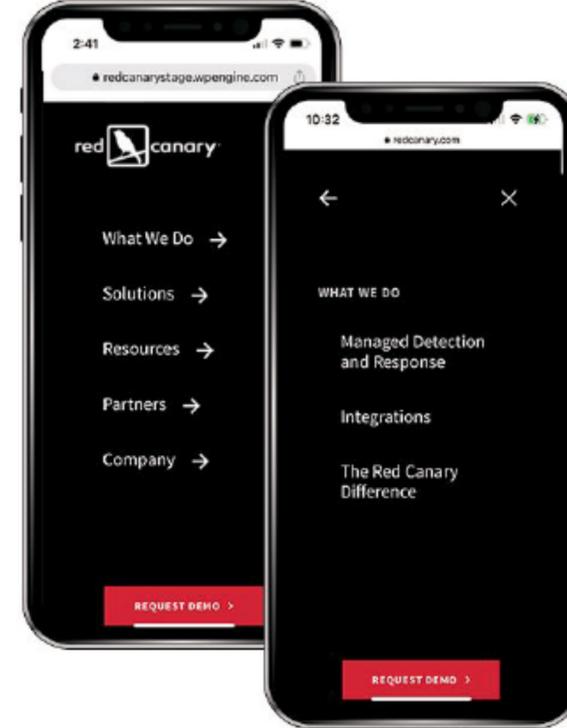


AFTER

## MENUS



BEFORE

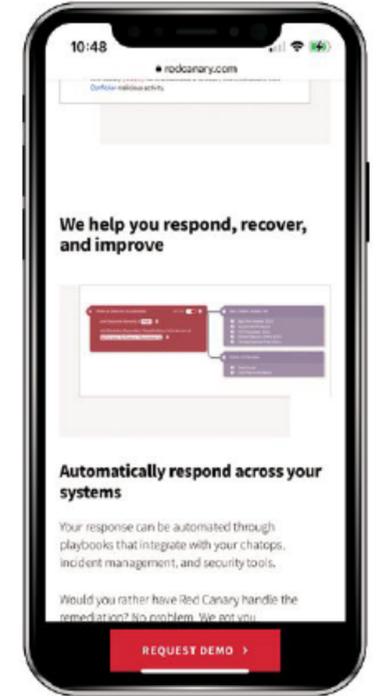


AFTER

## FONTS / SPACING



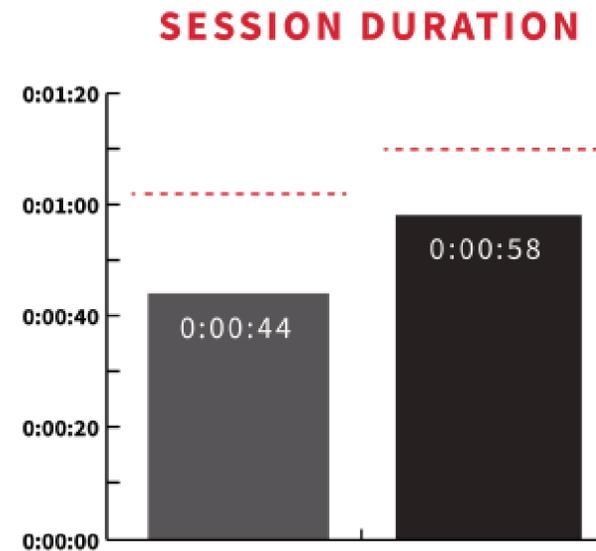
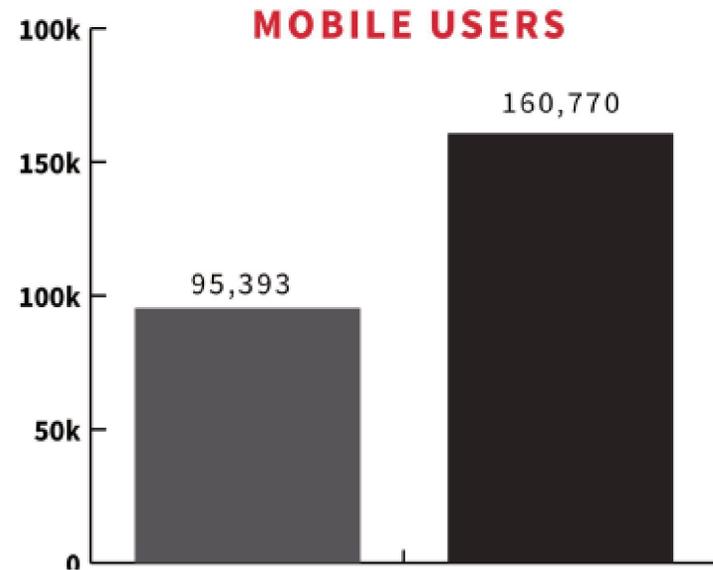
BEFORE



AFTER

The revised font sizes and minimizing of dead space creates a visually more tight and engaging mobile experience, reducing scroll especially in key places. The “sticky” demo button brings a new focus to the site’s primary conversion goal.

# EVALUATION



## NOTABLE METRICS

Comparing the average site usage data 90 days after the refresh to the 90 days prior:

**67%** increase in mobile sessions

**32%** increase in session duration

**62%** increase in visits to the key conversion (demo) page\*

**10x** increase in clicks on the main CTA button from the new location (vs. the old location in the hamburger nav menu)\*

\* Change rates calculated with respect to increased traffic (percentages noted in parentheses)

