# INCREASED CONVERSIONS & USER FLOW VIA LAYOUT & DESIGN TESTING

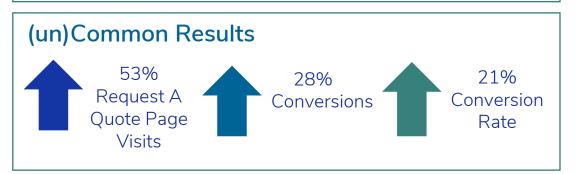
#### **Business Challenges**

- Dip in product page performance
- Declining revenue

(un) common

## (un)Common Approach to CRO

- Highlighted core strengths of products by refining header value propositions
- 2. Guided users to take desired action on website by updating sticky navigation & calls-to-action
- 3. Improved visibility of products via emphasizing accreditations & streamlining content



# Original Luxel<sup>®</sup>+ **Dosimetry Solutions** nd services. For more than 60 year erved the marketplace with innova pership with clients around the world offering 13 Real-time Dos m. The i3 digital dosimeter is designed to uvol+ employs a Optically Stimulated Luminescence (OSL) ing, area radiation monitoring, patient monito neroency response dosimeter formats and more. Browse our catalog to learn about the OSL models and services available to

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### **New Variation**



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