

IMPLEMENTING MOBILE-FIRST DESIGN PRINCIPLES RESULTED IN 70% INCREASE IN ORDERS PLACED

Business Challenges

- High traffic but low conversions
- Difficulty communicating product purpose to visitors

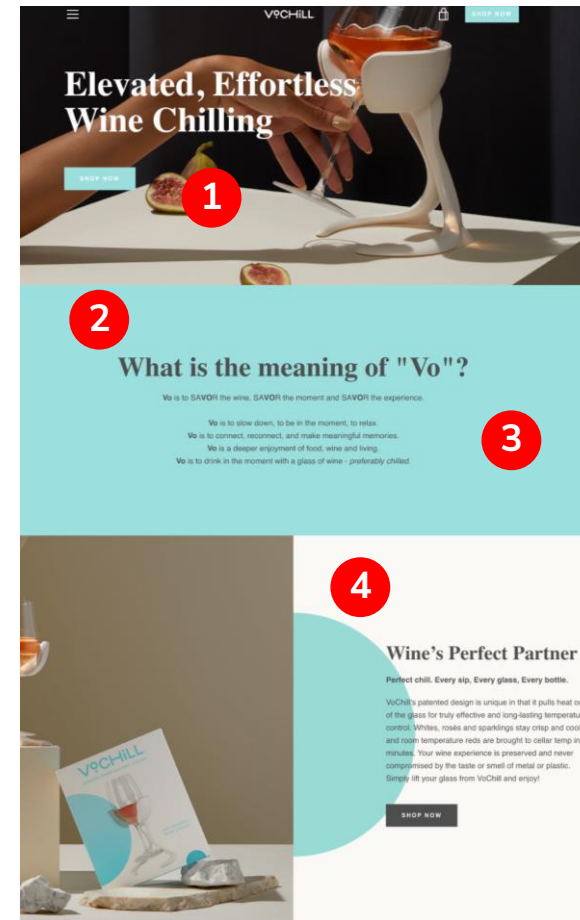
(un)Common Approach to CRO

1. Homepage elements negatively impacted page speed and path towards conversions
 1. (1) Minimal information above the fold, hard to read CTA's (2) missing product intro (3) No testimonials or social proof (4) Large images requiring heavier scrolling
2. Redesigning for the mobile user removed barriers towards smoother web experience
 1. (1) Expanded navigation (2) Higher contrast CTA (3) Smaller images, rotating hero (4) Testimonials higher up on page

(un)Common Results



Original Homepage



New Homepage

