

Optimizing optimization

Richest optimization challenges:

Lack of Time

Budget

Knowledge base

Lack of Resources

Knowing what to test

Sharpening Analysis Skills

Having a structured process

Improving Conversion

Keeping Data Organized

Increasing Traffic

What's the goal?

1. Test (or make) more effective changes

2. Reduce the duration (and cost) of hypothesizing

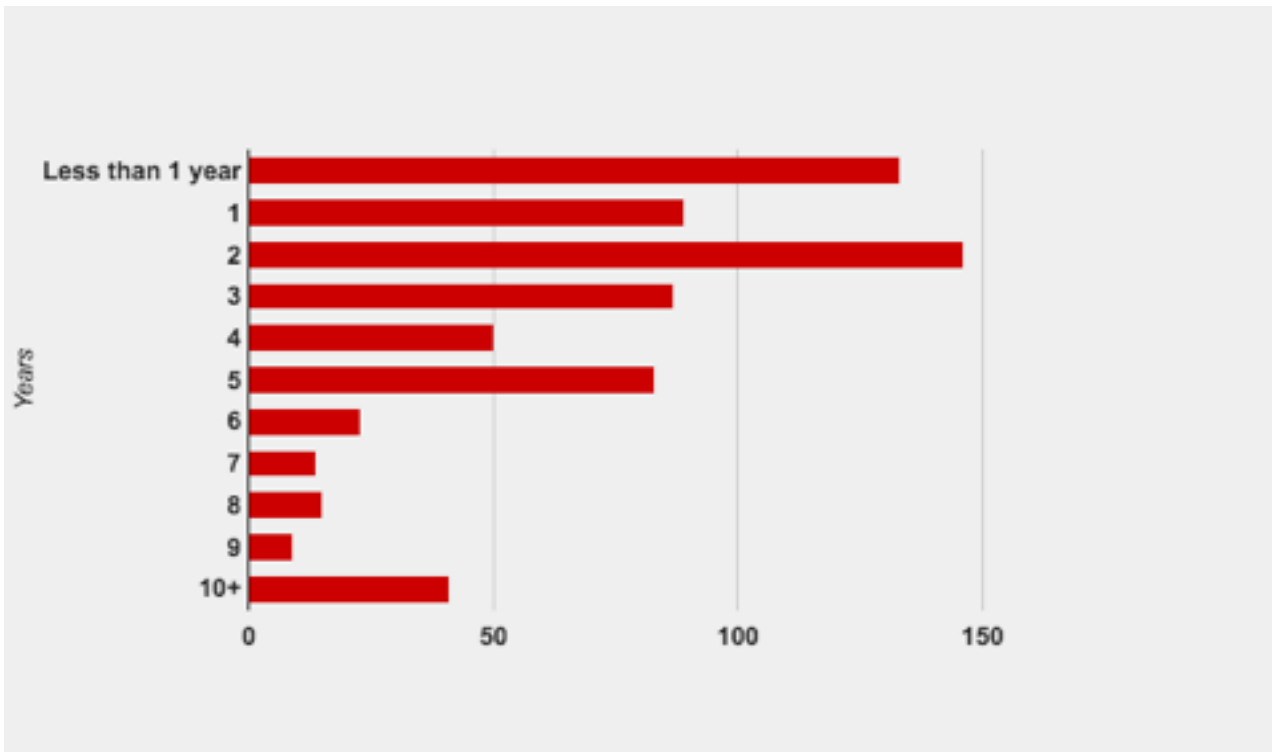
3. Improve the speed of experimentation

What's holding us back?



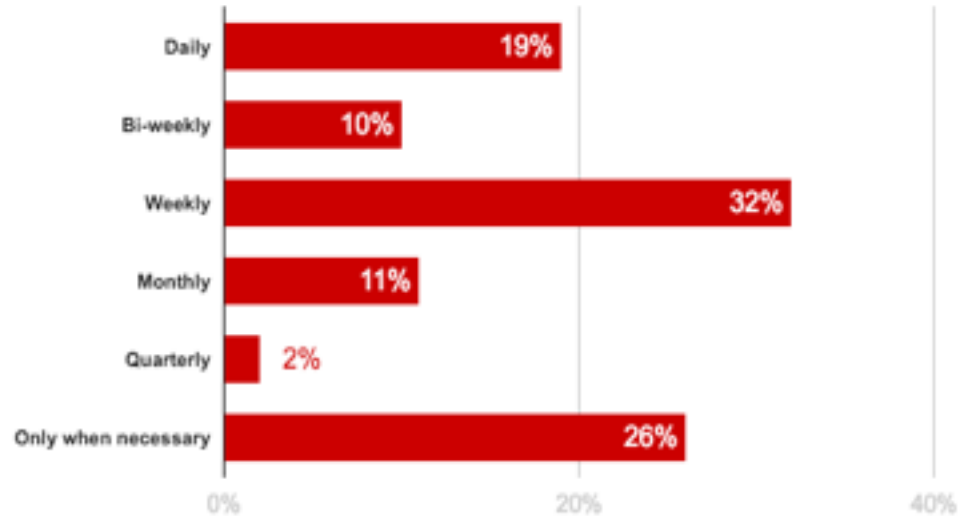
Lack of know-how, experience

How long have you worked in a CRO role?



Almost 20% of all respondents have been working in their CRO role for less than a year.

**How often do you
meet with others
on your
optimization team
to discuss CRO?**



Using a list of tactics (found somewhere)

Conversion Rate Optimization Techniques: The Complete List

backlinko.com/conversion-rate-optimization ▼

Sep 26, 2015 - Before "Conversion Rate Optimization (CRO) Techniques: The Complete Social proof is tried and true sales tactics that works every time...

101 Conversion Optimization Tips, Tactics, and Techniques

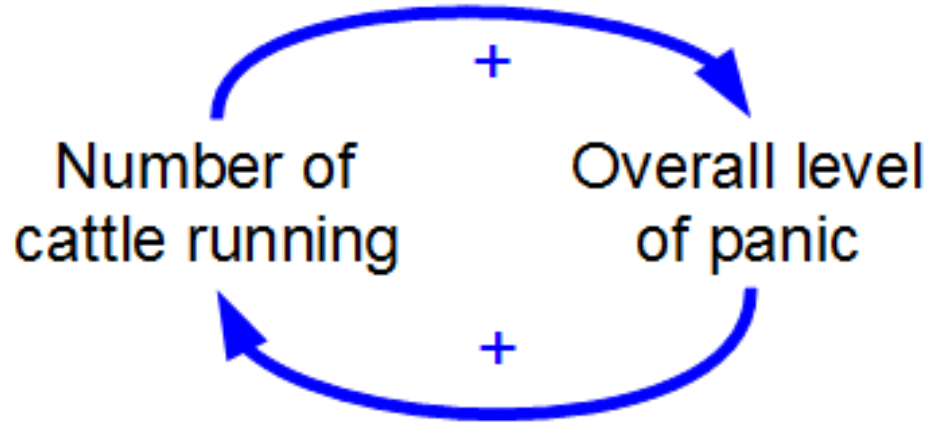
<https://www.ventureharbour.com/101-conversion-rate-optimization-tips/> ▼

★★★★★ Rating: 5 - 1 vote

Struggling with conversion optimization? We've got you covered. Here's 101 conversion rate optimization tips that can explode your conversions today!

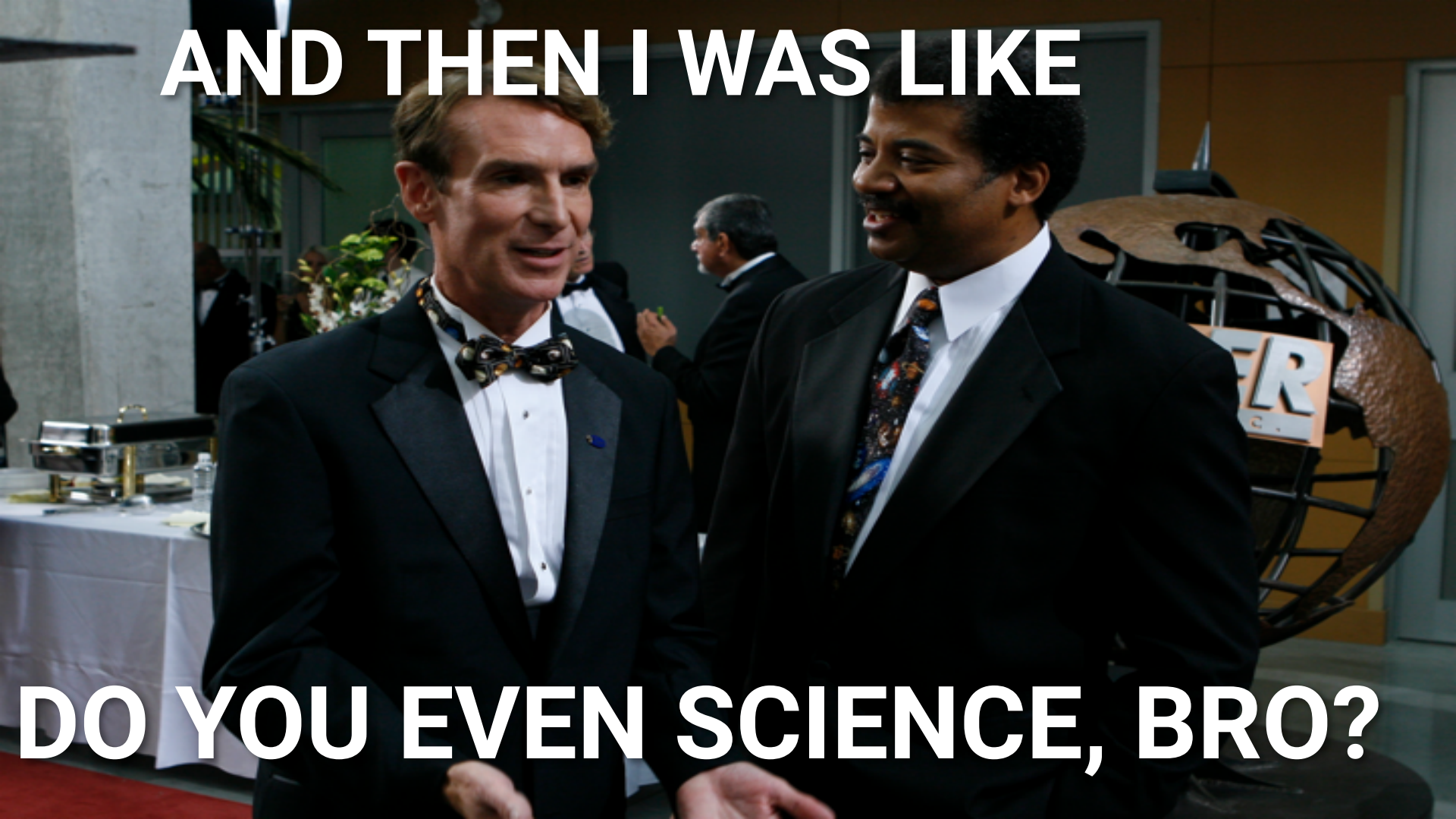
Problem #2:

Self-feeding loop of bullshit



AND THEN I WAS LIKE

DO YOU EVEN SCIENCE, BRO?



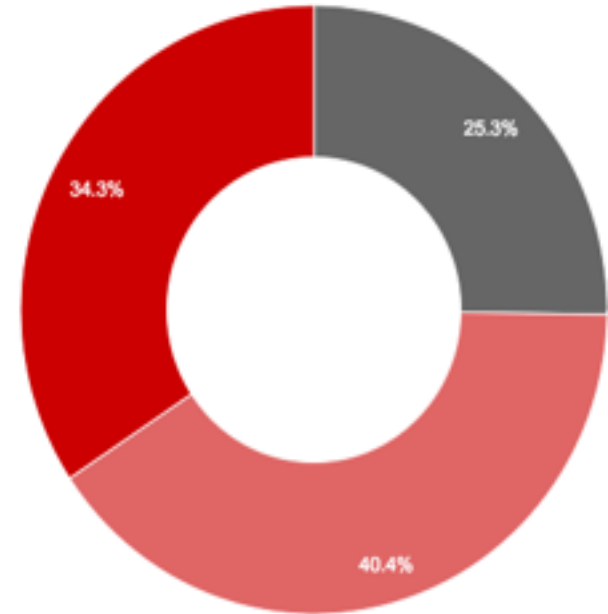
How does your optimization team decide what to test?



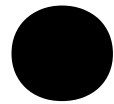
Structured process to optimization

Does your team have a conversion optimization process you follow?

- no
- yes, but it's not a structured process
- yes, it's a structured/ documented process



1



**Where are the
problems?**

**2. What are the
problems?**

3.

**Why is this or
that a
problem?**

4.

**Turning
known issues
into test
hypotheses**

5.

**Prioritizing
tests and
instant fixes**

A close-up, slightly blurred photograph of a laptop screen. The screen shows a data visualization interface. In the upper half, there is a line graph with a blue line and a light blue shaded area underneath. The x-axis is labeled '19 Jan'. Below the line graph, there is a legend with two items: 'New Visitor' represented by a blue square and 'Returning Visitor' represented by a green square. In the lower half of the screen, there is a pie chart with two visible segments, one blue and one green. A semi-transparent dark grey rectangular overlay covers the middle portion of the image, containing the text 'The discovery of what matters' in a large, white, sans-serif font.

The discovery of what matters

Test X



-0.8%
10.79%

Test Y



+85.8%
49.07%

Think of testing
as a way to
solve problems

Identify "areas of interest"
Check key pages for relevancy, motivation, friction

Heuristic Analysis

Heat maps & click maps
Scroll maps
User session video replays

Mouse Tracking Analysis

Web Analytics Analysis

Analytics health check
Set up measurement for KPIs
Identify leaks

Insights

Categorize and prioritize each issue, translate into a test hypothesis

User Testing

Identify usability & clarity issues,
sources of friction

Qualitative Surveys

Customer surveys
Web traffic surveys
Chat logs
Interviews

Technical Analysis

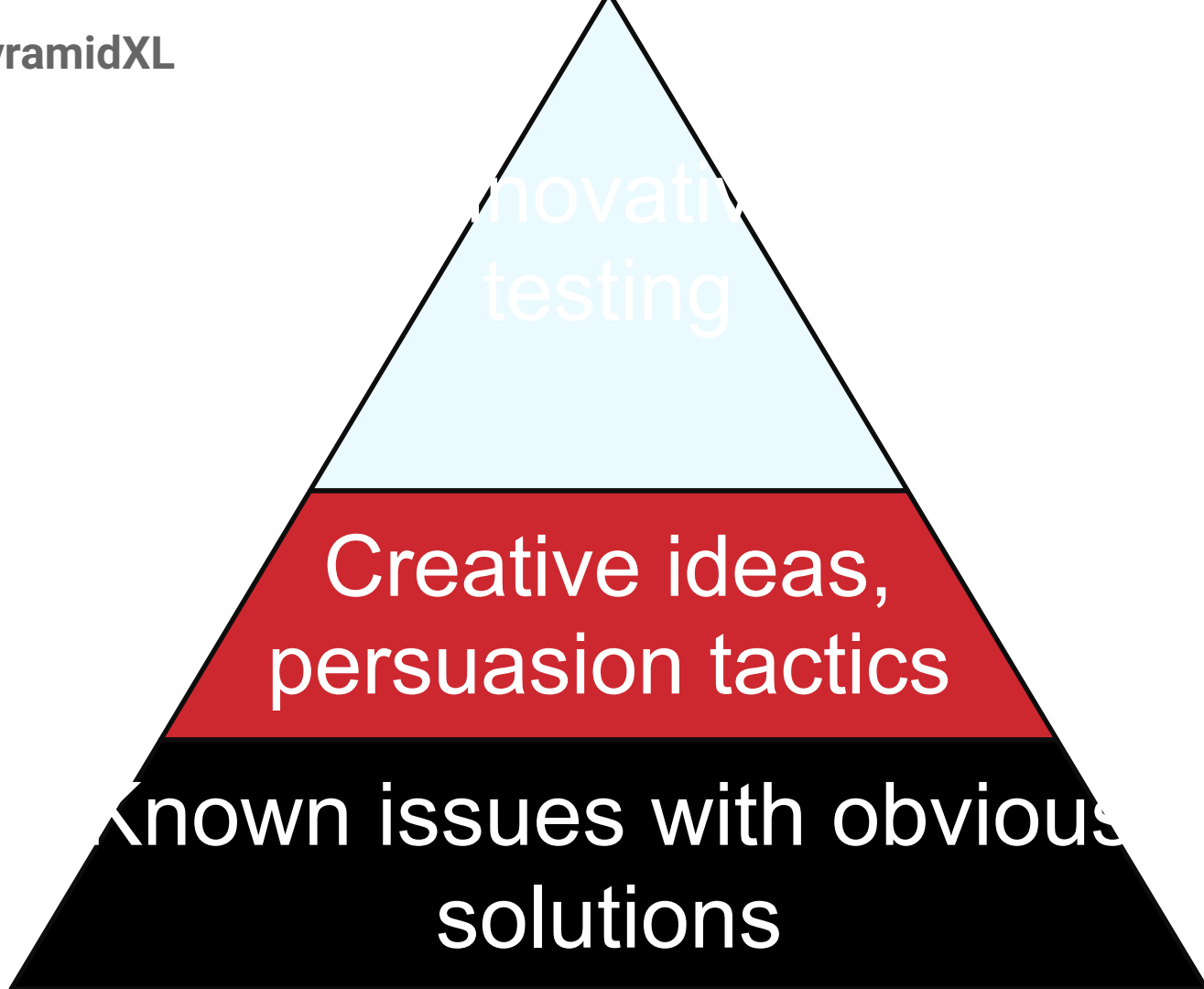
Cross-browser testing
Cross-device testing
Speed analysis

Need skills to be good:

- **Analytics**
- **Qualitative research**
- **Usability**
- **Technical skills**
- **Heuristic frameworks**
- **Copywriting**

How do I make time to get the needed skills?

Issue	Bucket	Background	Action	Rating
Google Analytics bounce info is wrong	Instrument	Google Analytics script is loaded twice! Line 207 and 506 of the home page both contain GA code, as do all the other pages.	Remove the double entry	★★★★★
Conversions are low for IE9.	Investigate	Possible cross-browser issues.	Conduct cross-browser testing.	★★★
People don't know how to use category pages	Hypothesize	Too many options, unfamiliar information architecture & layout.	Re-think the category page layout	★★★★★
Missing value proposition on the home page	Test	Add a compelling value proposition in the header of your website that states what your website is about, what can they do here and why should they do it	Add prominent value proposition	★★★★★
Content is very hard to read	JFDI	Font size 11px is too small	Increase font size	★★★



What are some evidence-based treatments I can test?

Let our renowned field experts handle your lemon law case

Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. Now we represent you, the customer.

- ✓ More than 10 years of experience on your side
- ✓ Our Services can be 100% Free
- ✓ Nationwide representation

Contact us for a Free Case Review

REQUEST CALLBACK

One of our experts will contact you

Why Choose Us?

Our Team of lawyers has collectively handled over 1000 Lemon Law cases. If Your Car is not covered under the current Lemon Laws We will help you find the best legal solution to your automobile problem.

Our firm was started by attorneys who used to defend one of Detroit's Big 3 from Lemon Law claims. We have an insider view on how auto manufacturers analyze your case. With over 10 years of experience we focus on trying to settle your claim fast and maximize your settlement.



Mr. Algeba's experience in Lemon Law cases is well known in the legal community.

Top Academic Journals for UX, UI, & HCI

- ACM Transactions
- Behavior Research Methods, Instruments and Computers
- Behavior and Information Technology
- Computers in Human Behavior
- European Journal of Marketing
- Human-Computer Interaction
- IBM Systems Journal
- IEEE Internet Computing
- IEEE Journal on Systems, Man and Cybernetics
- Information, Technology and People
- Interacting with Computers
- International Conference on Human-Computer Interaction
- International Journal of Human-Computer Studies
- Journal of Economic Psychology
- Journal of Experimental Psychology: Applied
- Journal of Experimental Psychology: Human Perception and Performance
- Organizational Behavior and Human Decision Processes
- Perception
- Proceedings of ACM-CHI
- Journal of Usability Studies
- Usability News
- Human Factors: The Journal of the Human Factors and Ergonomic Society

Computer Science - Psychology - Marketing - Cognitive Science -
Human Factors - Decision Theory - Economics

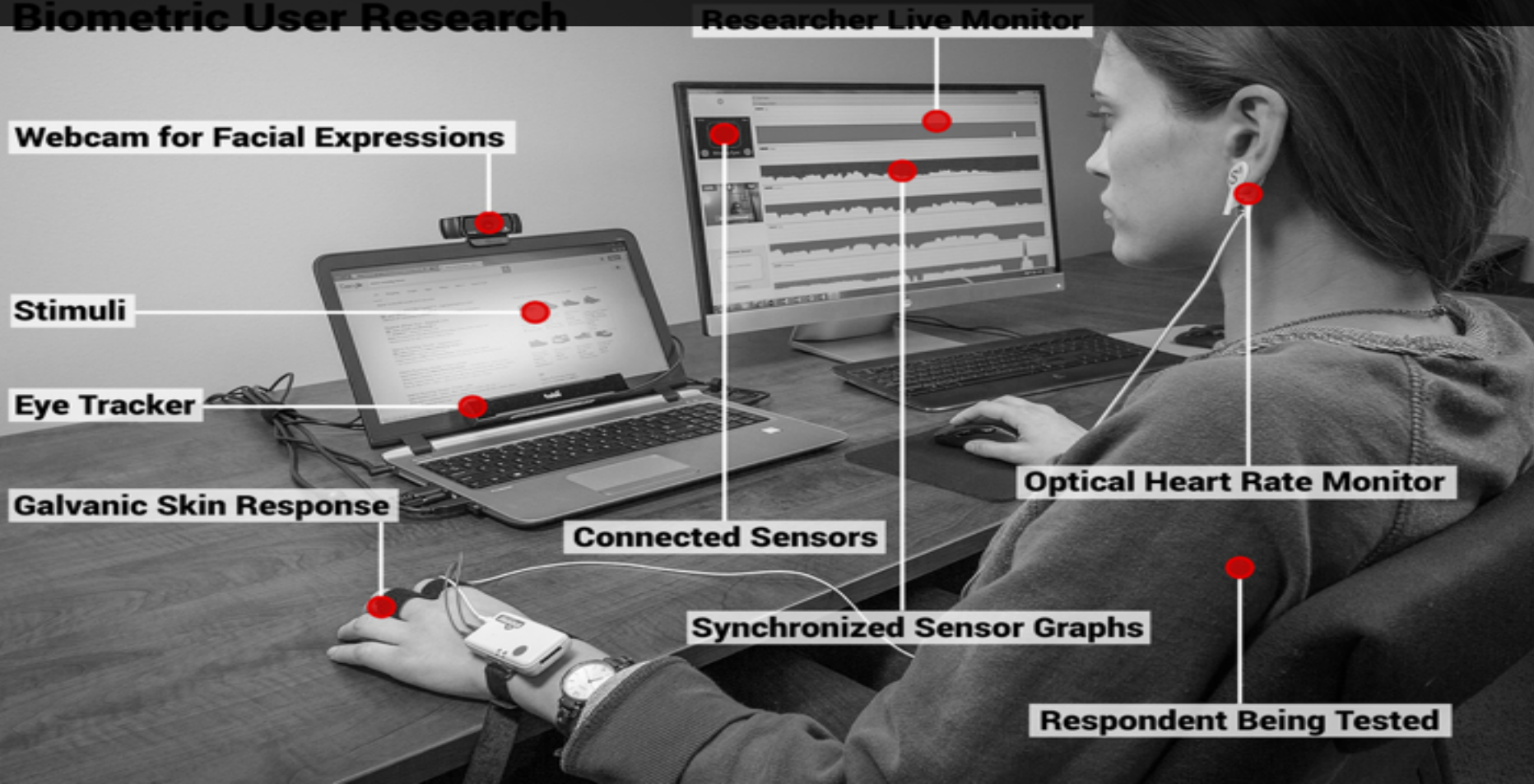
AIN'T
nobody GOT
TIME FOR that.

There's not much data on all the stuff we need

Conversion X

... So we launched our own lab

Biometric User Research



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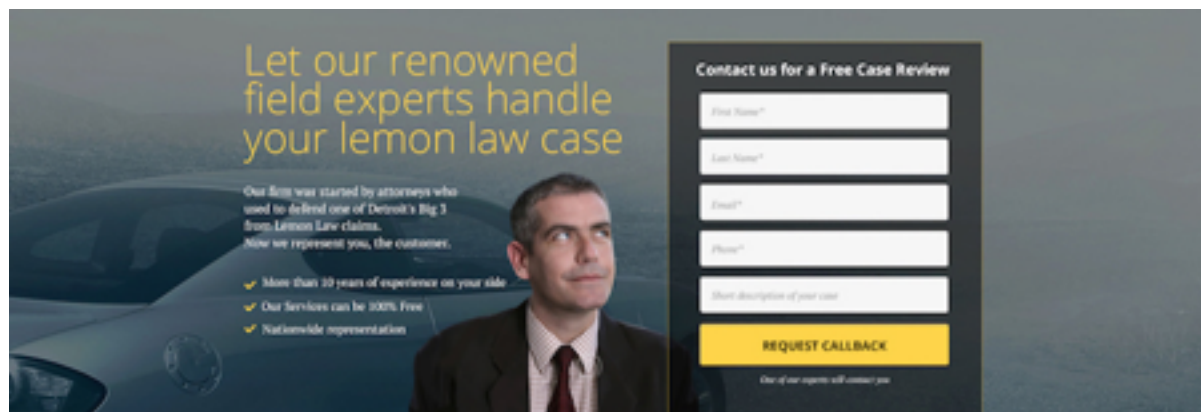
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Contact us for a Free Case Review

First Name*

Last Name*

Email*

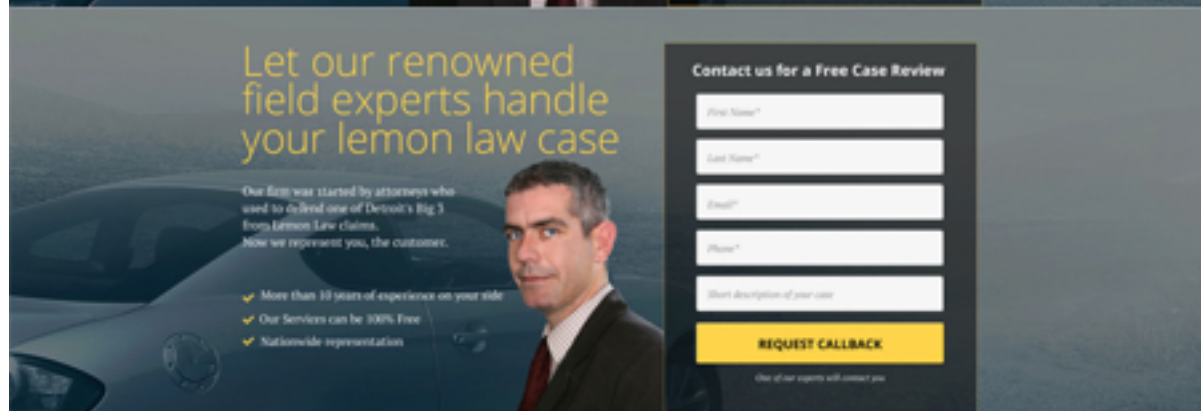
Phone*

Short description of your case

REQUEST CALLBACK

One of our experts will contact you

Human
looking
at
form



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First Name*

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Phone*

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looking
away from
form

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ConversionXL
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REQUEST CALLBACK

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Arrow

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REQUEST CALLBACK

One of our experts will contact you

Triangular

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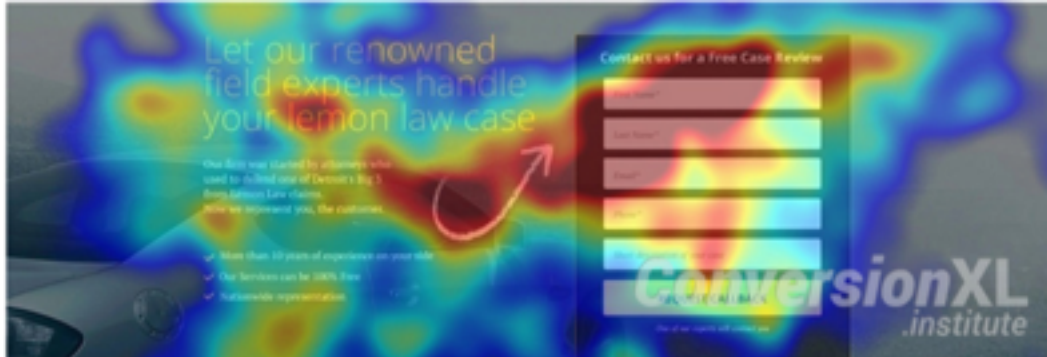
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REQUEST CALLBACK

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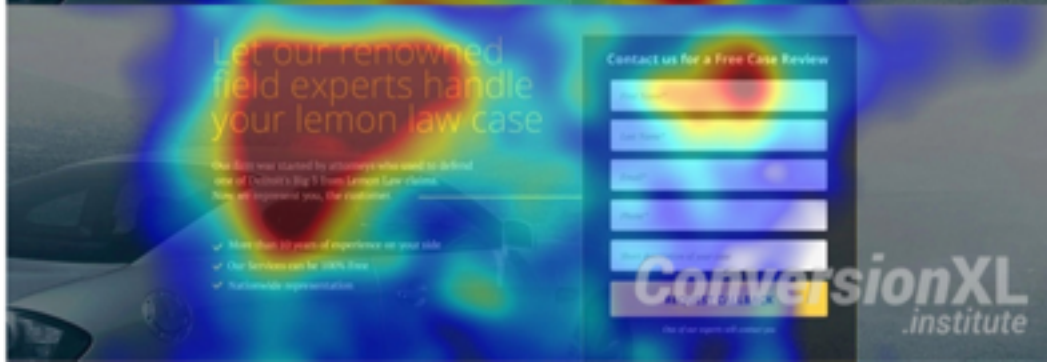
Line



Arrow



Triangular



Line

20% OFF* CATALINA SALE W/ CODE: CATALINA20

[VIEW DETAILS](#)

J. McLaughlin

CATALINA EVENT

NEW ARRIVALS

WOMENS

MENS

SALE

LOOKBOOK

OUR STORY

MY ACCOUNT

FIND A STORE

LET'S KEEP IN TOUCH

BACK TO SHIRTS

WEST END TRIM FIT SHIRT IN GINGHAM



+ CLICK TO ZOOM



COLOR: white heather gray



SIZE

x

QTY - 1 x

Size Chart

ADD TO BAG

DESCRIPTION +

The button-down lightens up on tradition in our new trim fit. Cut decidedly closer through the chest, waist and sleeve. To wear crisp and polished or casual and a bit wrinkled.

- Button down
- Long sleeves
- Front pocket
- Trim fit
- 36.2" long from neck (size M)

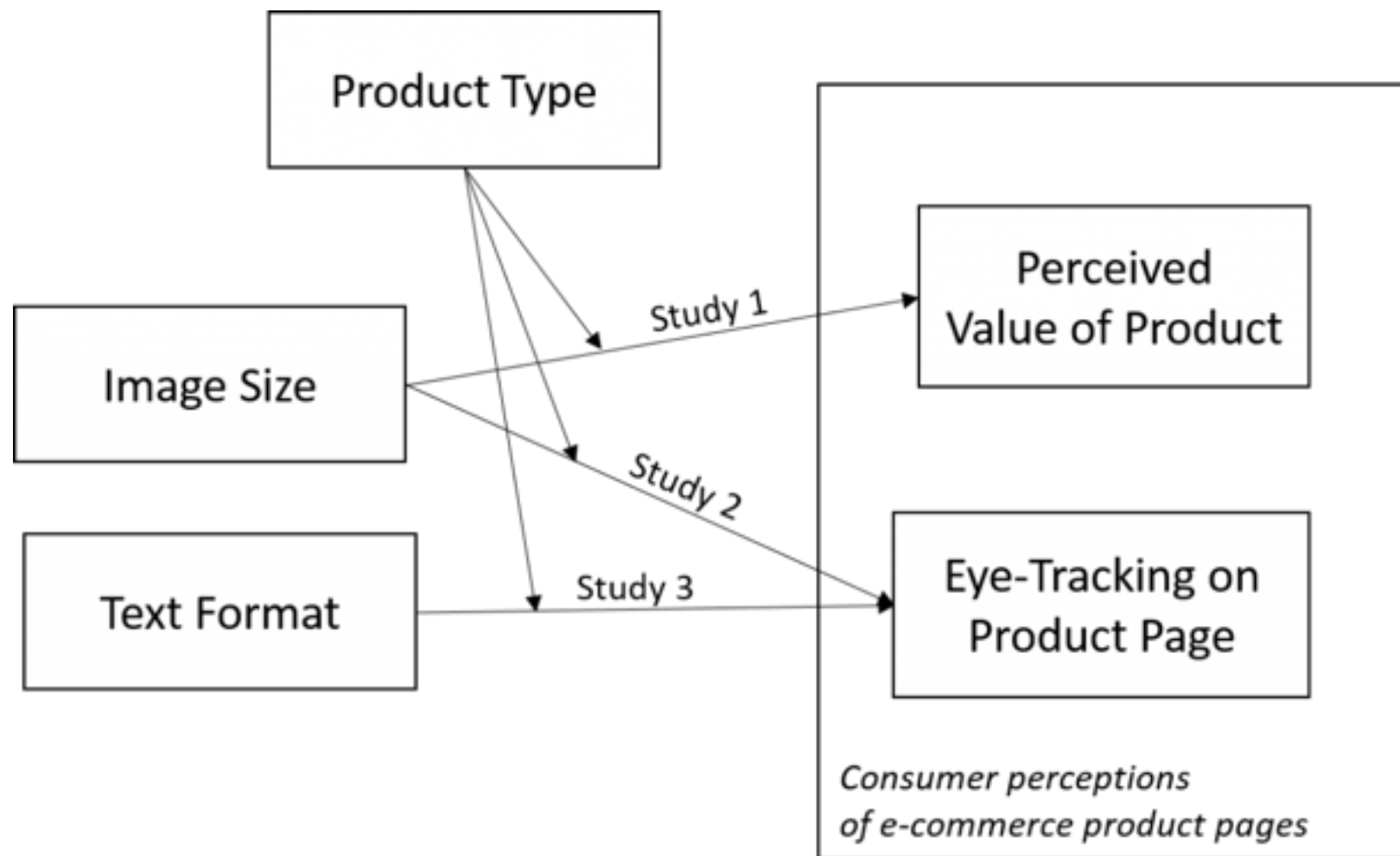
STYLE #: F00750004-0

DETAILS +

CONTACT A PERSONAL STYLIST

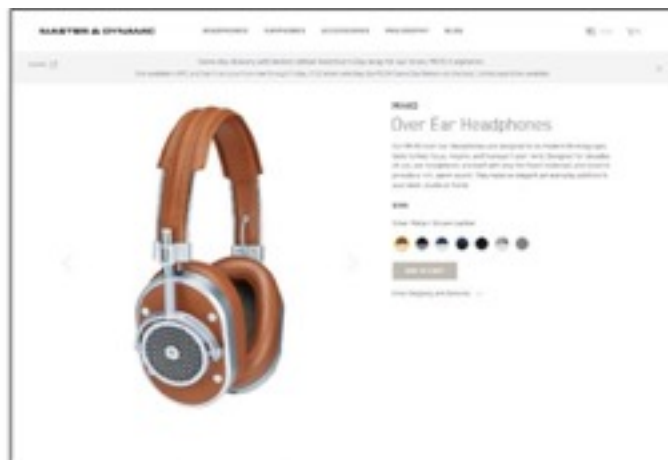


1. Product image(s)





Men's Dress shirt



Headphones



Hard Drive

'Experience' product class
or
'Design' product class



'Search' product class
or
'Spec' product class

How does the SIZE of the image influence the

Small image variation

[illegible][illegible]

Large image variation



Small image variation



Large image variation

[illegible]

Small image variation

[illegible]

Large image variation



0 Items

My Account (login)

Contact us
Contact #: 1-877-235-6628
Fax #: 1-866-640-5851

Product Search...

Search

All Selectors

SiteMap

Brands

Industrial

System

Network

Storage

Printer

Component

Display

Security

Software

Accessory

Supply

Electronic

Input

Multimedia

Office

Power

POS

Houseware

Telecom

Service

Storage Drives: Hard Drives/Solid State Drives(1070) Flash Drives(1007) Optical Drives(100)

Information Technology > Storage Components (19348) > Storage Drives (9197) > Hard Drives/Solid State Drives (7875)

SEAGATE Seagate STEB5000100 5 TB 3.5" External Hard Drive - USB 3.0 - Desktop

Share this page:     



Price: \$ = Free Shipping

Quantity: **Add To Cart**

Availability: Special Order, Ready to Order

 **Live Inventory Update**

ITEM #: 1865095

Part #: STEB5000100

Product Condition: Brand new sealed with full manufacturer warranty unless otherwise specified.
Add item to cart to view expected arrival date.
Sales Tax will be collected for CA/NJ customers

Small image variation



0 Items

My Account (login)

Contact us
Contact #: 1-877-235-6628
Fax #: 1-866-640-5851

Product Search...

Search

All Selectors

SiteMap

Brands

Industrial

System

Network

Storage

Printer

Component

Display

Security

Software

Accessory

Supply

Electronic

Input

Multimedia

Office

Power

POS

Houseware

Telecom

Service

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Add item to cart to view expected arrival date.
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Product	Large product image	Small product image
Shirt (a)	332	326
Shirt (b)	442	437
Shirt (c)	437	376
Hard drive	317	342

1. The large image of the **spec/tech product** had a significantly higher perceived value compared to the small image.
2. The large image of the **experience/design product** had a lower perceived value compared to the small

Does a larger product image attracts viewers' attention to the image more compared with a smaller image?



n = 43



n = 45



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institute



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institute



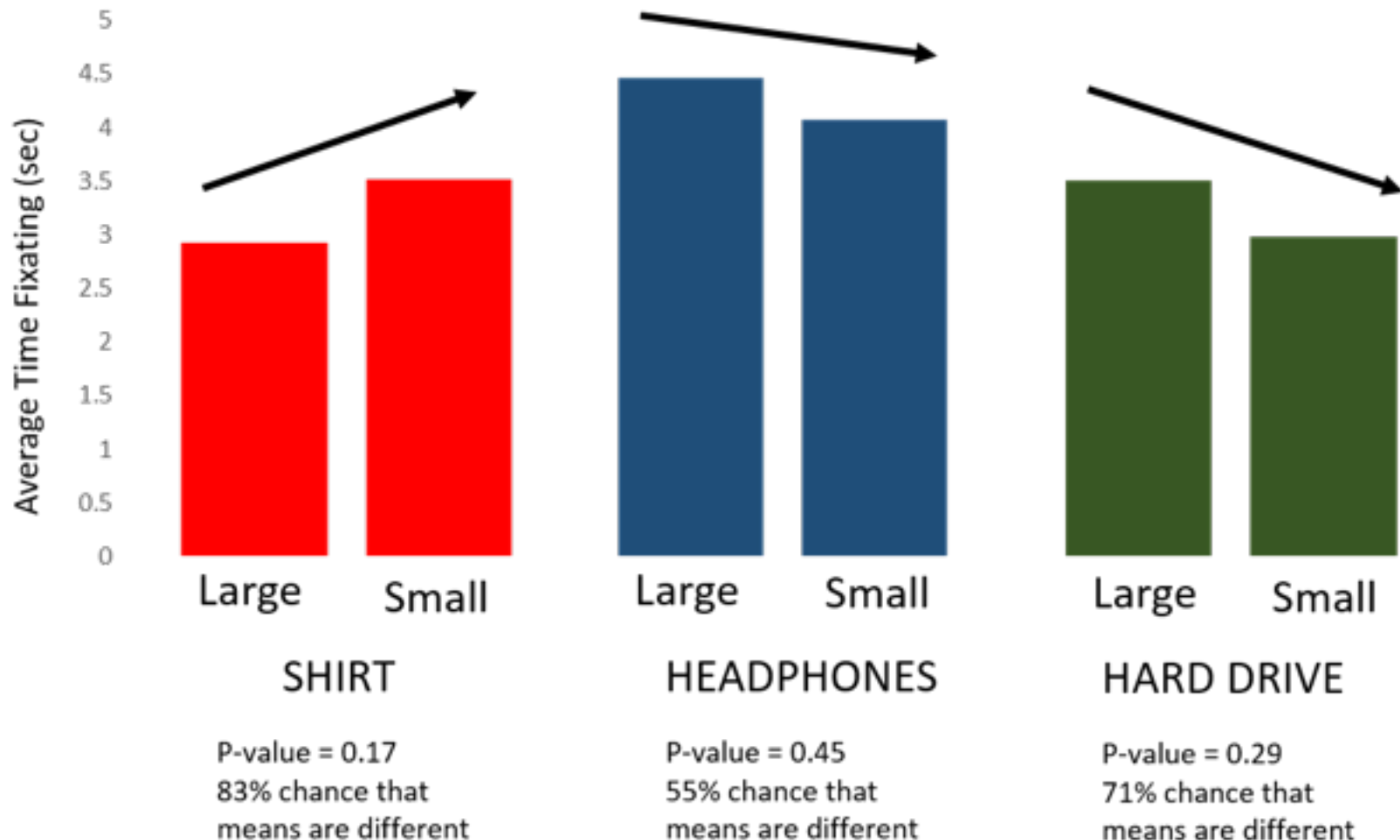
n = 41

ConversionXL
institute



n = 47

ConversionXL
institute



How viewers look at a page and read product descriptions when the text format changes?

A: no specs

ALL SALE ITEMS ARE FINAL SALE CANNOT BE RETURNED OR EXCHANGED

FIND A STORE

SEARCH

MY BAG

30% OFF* CATALINA SALE W/ CODE: CATALINA20

[VIEW DETAILS](#)

Julia

CATALINA EVENT

NEW ARRIVALS

WOMENS

MENS

SALE

LOOKBOOK

OUR STORY

MY ACCOUNT

FIND A STORE

LET'S KEEP IN TOUCH

WEST END TRIM FIT SHIRT IN GINGHAM





BACK TO SHORTS

+ CLICK TO ZOOM

COLOR: white/heather gray



SIZE +

QTY - 1 +

Size Chart

ADD TO BAG

DESCRIPTION

The button down lightens up on tradition in our new trim fit. Cut decidedly closer through the chest, waist and sleeve. To wear crisp and polished or casual and a bit wrinkled.

CONTACT A PERSONAL STYLIST

B: paragraph

ALL SALE ITEMS ARE FINAL SALE CANNOT BE RETURNED OR EXCHANGED

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FINDA STORE

SEARCH

MY BAG

NEW ARRIVALS

WOMENS

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WEST END TRIM FIT SHIRT IN GINGHAM





+ CLICK TO ZOOM

+

COLOR: white/heather gray



SIZE +

QTY - 1 +

Size Chart

ADD TO BAG

DESCRIPTION

The button down lightens up on tradition in our new trim fit. Cut decidedly closer through the chest, waist and sleeve. To wear crisp and polished or casual and a bit wrinkled.

Button down, long sleeves with front pocket, trim fit, 31.25" long from neck (size M). Material: 100% Cotton, Fabric: Cotton

CONTACT A PERSONAL STYLIST

C: bullets

ALL SALE ITEMS ARE FINAL SALE CANNOT BE RETURNED OR EXCHANGED

FIND A STORE

SEARCH

MY BAG

20% OFF* CATALINA SALE W/ CODE: CATALINA20

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CATALINA EVENT

NEW ARRIVALS

WOMENS

MENS

SALE

LOOKBOOK

OUR STORY

MY ACCOUNT

FIND A STORE

LET'S KEEP IN TOUCH

BACK TO SHORTS

WEST END TRIM FIT SHIRT IN GINGHAM

+ CLICK TO ZOOM

COLOR: white/heather gray

SIZE

+

QTY - 1

+

Size Chart

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The button down lightens up on tradition in our new trim fit. Cut decidedly closer through the chest, waist and sleeve. To wear crisp and polished or casual and a bit wrinkled.

- * Button down
- * Long sleeves
- * Front pocket
- * Trim fit
- * 31.25" long from neck (size M)
- * Material: 100% Cotton
- * Fabric: Cotton

CONTACT A PERSONAL STYLIST

A: no specs

Shopping Cart (0 items) My Account (login) Contact us
Contact #: 1-877-235-6628
Fax #: 1-866-640-5851
All Selectors

Accessory Supply Electronic Input Network Multimedia Office Storage Printer Component Display Security Software
Power POS Houseware Telecom Service

Storage Drives: Hard Drives/Solid State Drives(7075) Flash Drives(1837) Optical Drives(285)

Information Technology > Storage Components (19348) > Storage Drives (9197) > Hard Drives/Solid State Drives (7075)

SEAGATE Desktop Seagate STEB5000100 5 TB 3.5" External Hard Drive - USB 3.0 -

Share this page:     

Price: \$ + Free Shipping
Quantity: **Add To Cart**

Availability: Special Order, Ready to Order
 **Live Inventory Update**

ITEM #: 1865095
Part #: STEB5000100



B: paragraph

My Account (login) [Contact us](#)
Contact #: 1-877-235-6628
Fax #: 1-866-640-5851
[All Selectors](#)

Search

Accessory Supply Peripherals External Storage Network Storage Printer Component Display Security Software
Office Power POS Houseware Telecom Service

Storage Drives: Hard Drives/Solid State Drives(7075) Flash Drives(1827) Optical Drives(285)

Information Technology > Storage Components (19348) > Storage Drives (9197) > **Hard Drives/Solid State Drives (7075)**

SEAGATE **Seagate STEB5000100 5 TB 3.5" External Hard Drive - USB 3.0 - Desktop**

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Price: \$ + Free Shipping
Quantity: [Add To Cart](#)

Availability: Special Order, Ready to Order
[Live Inventory Update](#)

ITEM #: 1865095
Part #: STEB5000100

Main Specification

Manufacturer: Seagate Technology, Manufacturer Part Number: STEB5000100, Manufacturer Website Address: <http://www.seagate.com>, Brand Name Seagate: Product Model: STEB5000100, Product Name: Hard Drive, Product Type: Hard Drive, Technical Information: Storage Capacity: 5 TB, Interfaces/Ports: Host Interface USB 3.0, Physical Characteristics: Drive Type External, Form Factor Desktop: Drive Width: 3.5", Height: 1.4", Width: 4.7", Depth: 6.9", Weight (Approximate) 2.09 lb, Warranty: Limited Warranty: 1 Year.



C: bullets

Shopping Cart (0 items)

My Account (login)

Contact us

Contact #: 1-877-235-6628

Fax #: 1-866-640-5851

All Selectors

Product Search...

Search

Accessory

Supply

Electronic

System

Input

Network

Storage

Printer

Component

Display

Security

Software

Office

Power

POS

Houseware

Telecom

Service

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Information Technology > Storage Components (19348) > Storage Drives (9197) > Hard Drives/Solid State Drives (7075)

SEAGATE
Desktop

Seagate STEB5000100 5 TB 3.5" External Hard Drive - USB 3.0 -

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[Print](#)



Price: \$

+ Free Shipping

Quantity:

Add To Cart

Availability: Special Order, Ready to Order

Live Inventory Update

ITEM #: 1865095

Part #: STEB5000100

Main Specification

Manufacturer	Seagate Technology
Manufacturer Part Number	STEB5000100
Manufacturer Website Address	http://www.seagate.com
Brand Name	Seagate
Product Model	STEB5000100
Product Name	Hard Drive
Product Type	Hard Drive
Storage Capacity	5 TB
Host Interface	USB 3.0
Drive Type	External
Form Factor	Desktop
Drive Width	3.5"
Height	1.4"
Width	4.7"
Depth	6.9"
Weight (Approximate)	2.09 lb
Limited Warranty	1 Year

A: no specs

Free delivery with limited edition Valentine's Day wrap for our brass MED5 Earphones.

Valid from now through Friday, 2/15/22 when selecting UberRUSH Same Day Delivery at checkout. Limited quantities available.



MH40

Over Ear Headphones

Our MH40 Over Ear Headphones are designed to be modern thinking caps: tools to help focus, inspire, and transport your mind. Designed for decades of use, our headphones are built with only the finest materials and tuned to provide a rich, warm sound. They make an elegant yet everyday addition to your desk, studio or home.

Silver Metal / Brown Leather



ADD TO CART

Free Shipping and Returns

B: paragraph

MASTER & DYNAMIC

HEADPHONES

EARPHONES

ACCESSORIES

PHILOSOPHY

BLOG

USA

🛒

With limited edition Valentine's Day wrap for our brass MED5 Earphones.
through Friday, 2/12 when selecting UberRUSH Same Day Delivery at checkout. Limited quantities available.

✕



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Silver Metal / Brown Leather



ADD TO CART

Free Shipping and Returns

Technical Specifications

Model: MH40 Dimensions: 200mm x 195mm x 50mm Drivers: 45mm Neodymium
Impedance: 32 ohms Weight: 350g Materials: Cowhide x lambskin leather, stainless steel,
aluminum, detachable woven cable Cable: Detachable, 1.25m Cable with Remote and Mic,
2.00m Standard Cable Headphone Connection: Dual 3.5mm standard jack Ear Coupling:
Circum-aural Microphone Type: Omni-directional Ear Pads: Detachable lambskin memory
foam Apple Compatibility: The remote and mic are supported only by iPhone 3GS or
later, iPad, iPod touch (2nd generation or later), iPod classic (129GB, 160GB), and iPod
nano (4th generation or later). The remote is supported by iPod shuffle (3rd generation
or later). Audio is supported by all iPad and iPod models.

C: bullets

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in NYC and San Francisco from now through Friday, 2/15/12 when selecting UberRUSH Same Day Delivery at checkout. Limited quantities available.



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Silver Metal / Brown Leather



ADD TO CART

Free Shipping and Returns

Technical Specifications

Dimensions

- 200mm x 185mm x 50mm

Drivers

- 45mm Neodymium

Materials

- Cowhide x lambskin leather, stainless steel, aluminum, detachable woven cable

Cable

- Detachable
- 1.25m Cable with Remote and Mic
- 2.00m Standard Cable

Headphone Connection

- Dual 3.5mm standard jack

Ear Coupling

- Circum-aural

Impedance

- 32 ohms

Weight

- 360g

Microphone Type

- Omni-directional

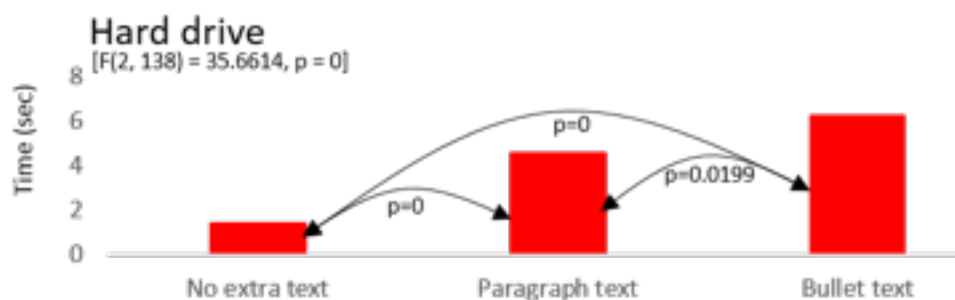
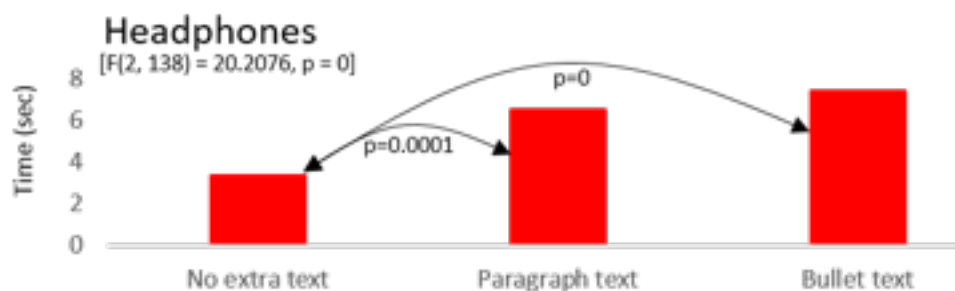
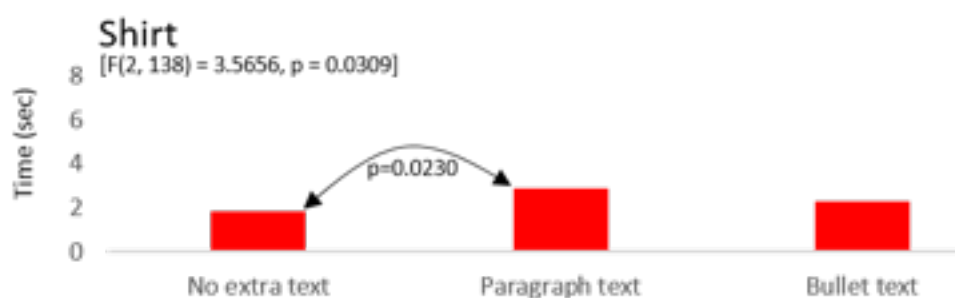
Ear Pads

- Detachable lambskin memory foam

Apple Compatibility

The remote and mic are supported only by iPhone 3GS or later, iPad, iPod touch (2nd generation or later), iPod classic (120GB, 160GB), and iPod nano (4th generation or later). The remote is supported by iPod shuffle (3rd generation or later). Audio is supported by all iPad and iPod models.





Would access to these kinds of studies be useful for test ideation?

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Original UX research

1

- Eye tracking and biometrics research
- User behavior experiments
- Exploration in persuasive design
- Case studies

Academic Insights

2

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- Written simply, for general public
- Focus on takeaways for our industry

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