



Homepage Image and Values

TESTING PROCESS

Problem

We research the various conversion rate opportunities to identify the main problems to test.

Hypothesis

We formulate a test based on changing variables to predict the impact.

Goal

We identify the potential return of the test.

Results

We report accurately.

Implement

We work to get it live.

TESTING OUTLINE

Problem



- Need to drive users into the conversion funnel faster from the homepage.

Hypothesis



- By changing the value proposition on the homepage and improving the image, users would be more likely to register or enter the conversion funnel and convert at a higher rate.

Strategy



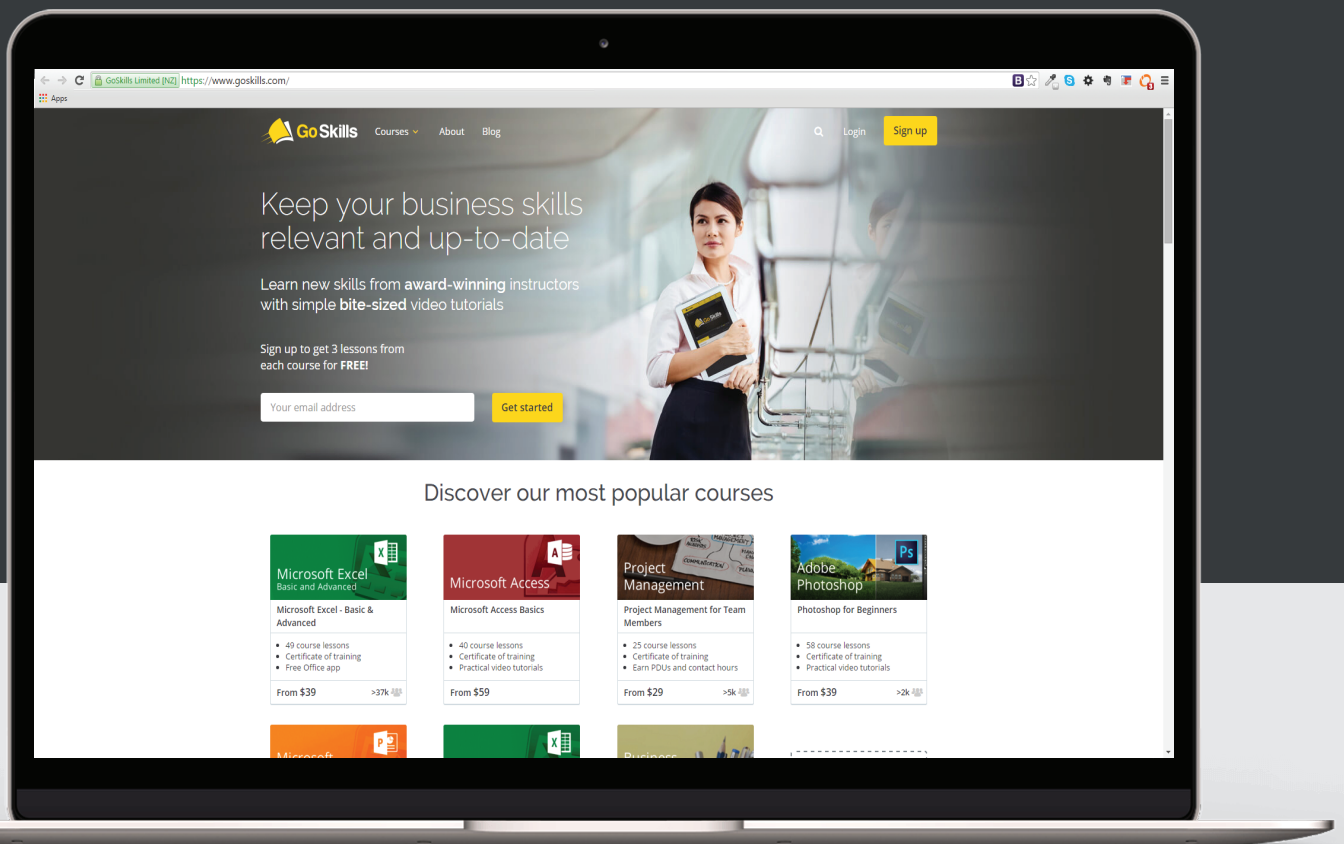
- VARIATION 1
- Change the image to a more “realistic” woman and change the value prop to be “take control, master a new skill.”
- VARIATION 2
- Change the image to a landscape theme with a path and change the value prop to “define your career path”

Results

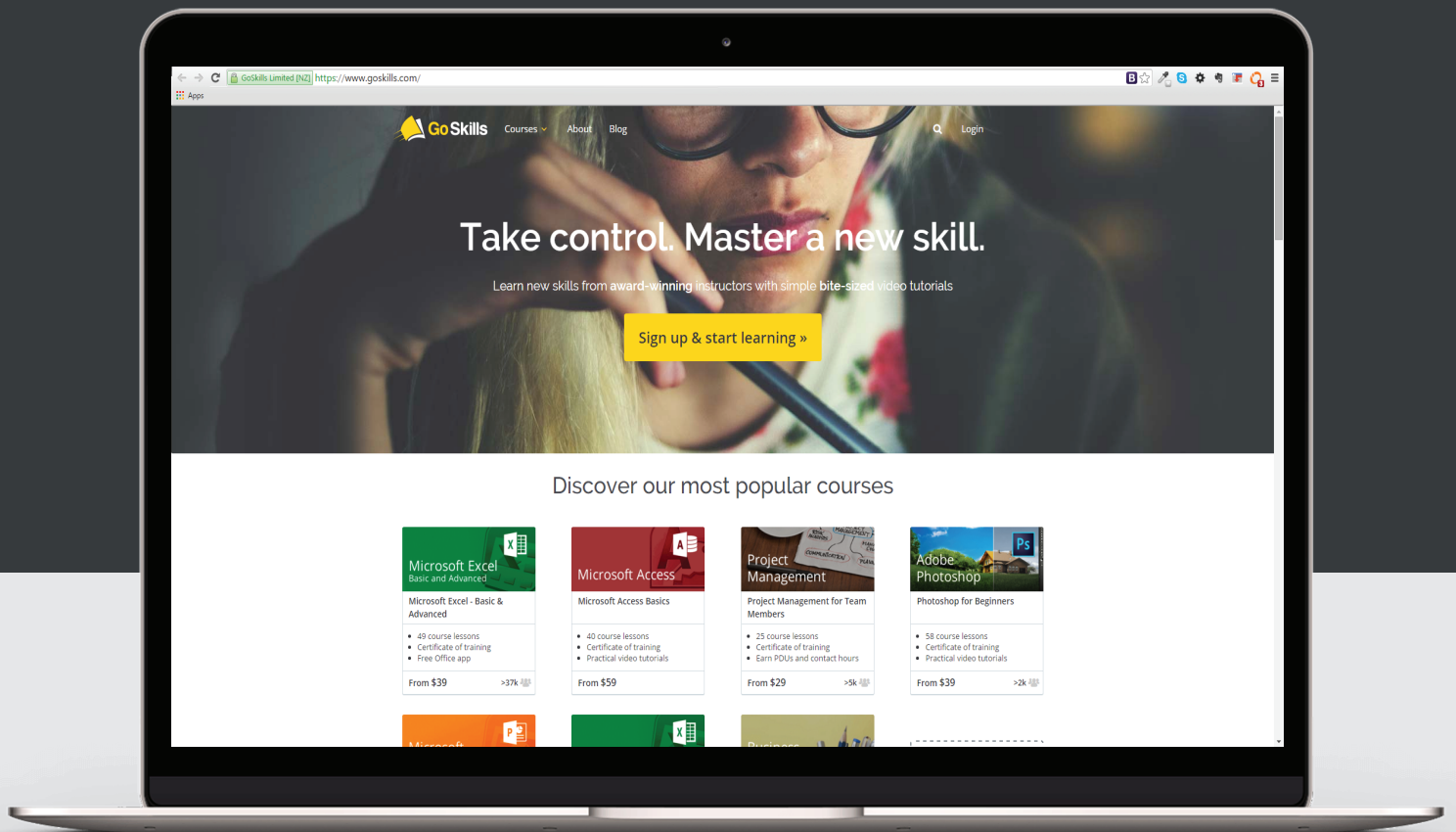


- Variation 2 out-performed the original by 18% for cart completions and reduced the number of accounts created by 5%

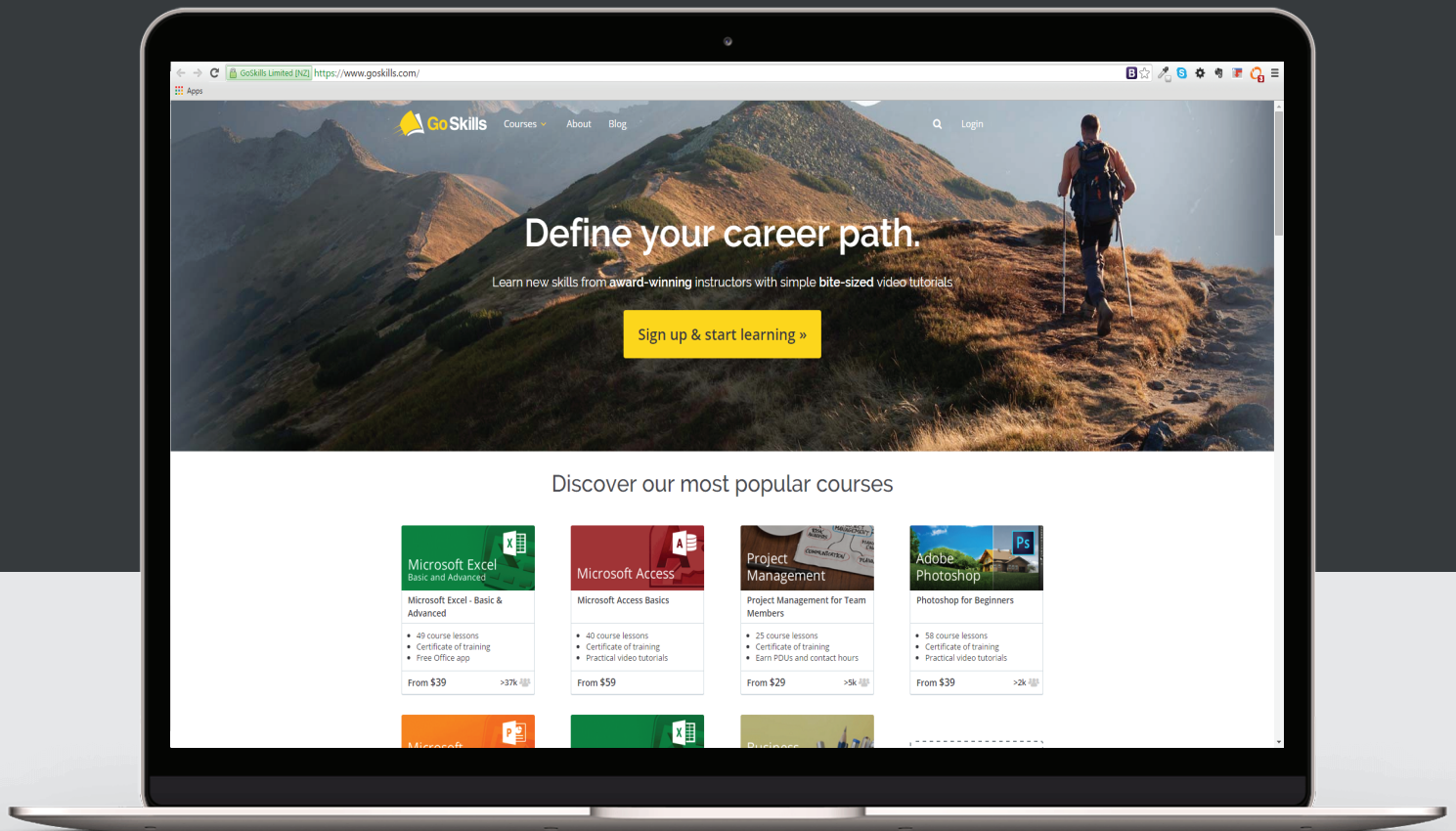
ORIGINAL



VARIATION - WOMAN



VARIATION - PATH



RESULTS

	Traffic	Conversions	Conv. %	Improved
Account Created				
Original	598	38	6.35%	--
Variation - Woman	577	36	6.24%	-1.8%
Variation - Path	568	40	7.04%	+10.8%
Cart Complete				
Original	598	27	4.52%	--
Variation - Woman	577	59	5.03%	+11.3%
Variation - Path	566	40	7.04%	+56.0