



## CASE STUDY

# BETTER CONVERSIONS FOR A CLASSIFIEDS SITE WITH USABILITY TESTING

Performed usability tests to empower client with UX recommendations for improved conversions

## Client Background

Our client runs a classifieds site for selling and renting of recreational vehicles. The site has two parts – one for the vehicle dealers and other for the vehicle renters. The dealer portal enabled dealers to upload their vehicle details in the listings for the classifieds, and the rental portal helped renters to rent out their vehicles to users for their personal use. The client wanted to improve the conversion rate on both these portals and identify obstacles faced by users while using these portals. To maximize conversions through enhanced user experience, our team had to identify areas of improvement on their portals with an unbiased UX review.

The key objectives included:

- Find obstacles faced by site users
- Improve the conversion rate for seller and buyer portals

## Xoriant Solution | Key Contributions

The client approached Xoriant to benefit from our User Experience Evaluation expertise. Our UX experts studied the client's requirement and provided the necessary recommendations based on extensive usability research and testing. In a span of 9 weeks, we planned and conducted UT (Usability Testing) sessions and presented a report with findings and recommendations for improved user experience. Our contributions included:

## KEY BENEFITS

- Provided 80+ recommendations in 5 different areas to achieve enhanced user experience
- 20% potential improvement in conversion rate after implementation of the recommended changes



- Performed a pilot test
- Conducted Usability Test for a prototype
- Analyzed data and presented a User Experience Evaluation (UXE) report

**Performed a pilot test**

We conducted a series of meetings with various stakeholders to discover the key objectives for Usability Testing. Our team compiled a list of issues faced by site users from the client's perspective. The preliminary data received from the client enabled us to formulate a usability test script with instructions, demographic screeners, tasks and questions to ask. Then, we did a pilot test with 3 users from the client's organization to further refine the test script. The whole process took 3 weeks to complete.

**Conducted usability test for a prototype**

Our team conducted remote usability testing with up to 20 users over a period of 2 weeks. This test was designed to identify usability problems faced by real users. We used Zoom to test the prototype provided by the client. The test sessions were recorded.

**Analyzed data and presented a User Experience Evaluation (UXE) report**

We analyzed the recordings with the stakeholders and interpreted our findings. Our team presented a comprehensive User Experience Evaluation report with 80+ recommendations in 5 different areas based on user inputs. With supporting AV snippets, we recommended changes to improve usability and conversion rate. The data analysis and report creation process were completed in 3 weeks.

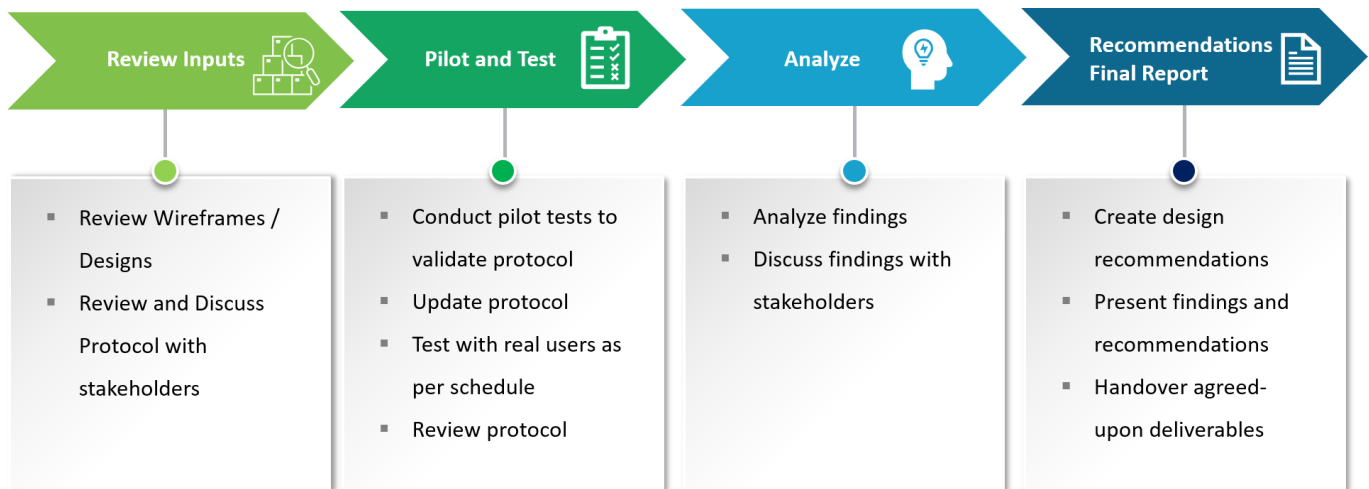
## Client Testimonial



*With Xoriant's experience design capabilities, we could identify the areas of improvement and initiate the recommended changes for improved site conversions. We are happy with the outcome and keen on bigger project engagement.*



## Usability Testing Process



Xoriant is a product engineering, software development and technology services company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 3600 software professionals. Xoriant has deep client relationships spanning over 30 years with various clients ranging from startups to Fortune 100 companies.