

Business Value Breakdown - Figure 1

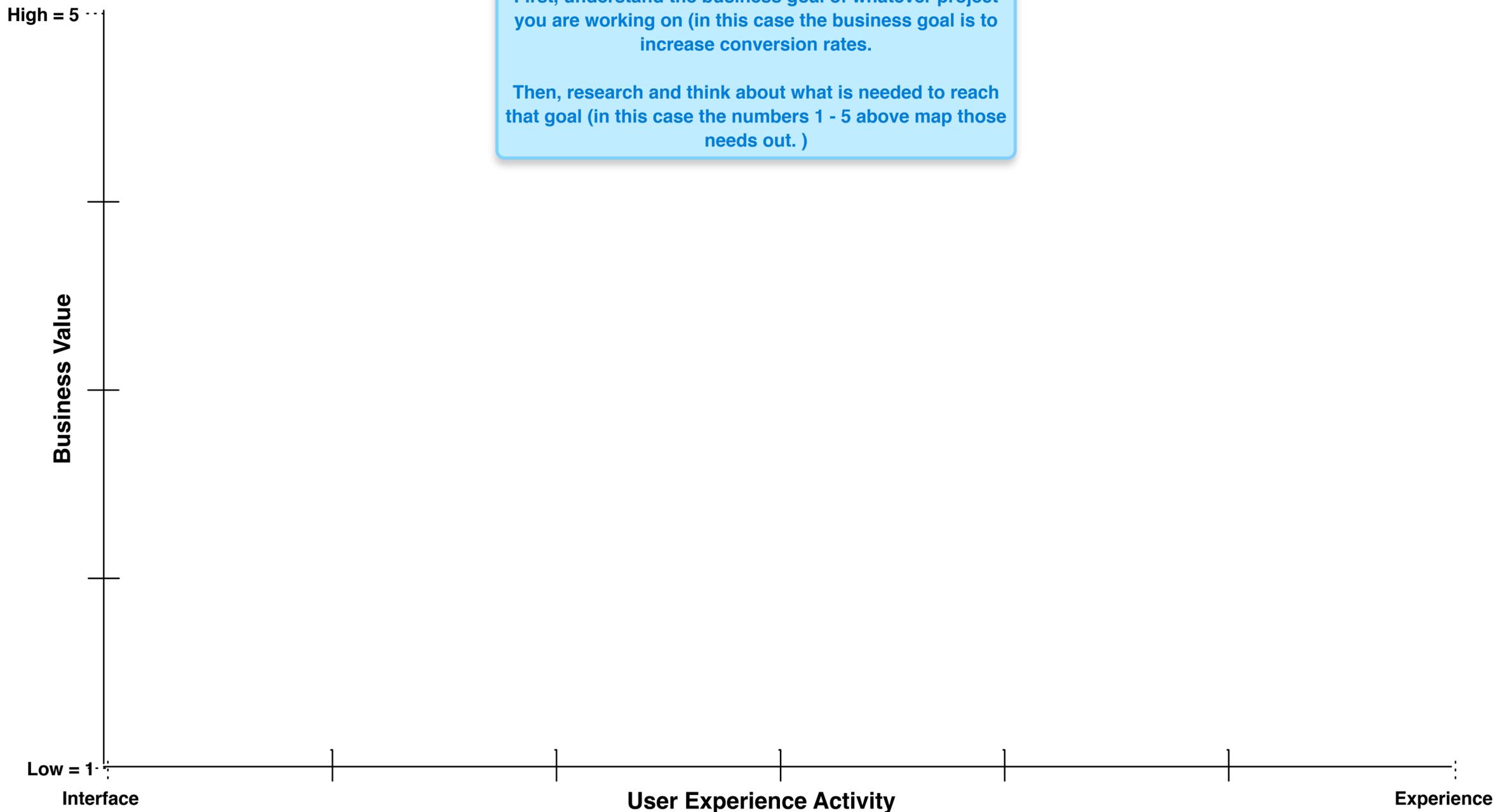
Breakdown of Conversion Rates

What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
3. Understand why users convert—what are their goals, wants and needs.
4. Socialize what our customer needs are to get the team on board.
5. More closely marry our product to users' needs.

First, understand the business goal of whatever project you are working on (in this case the business goal is to increase conversion rates.)

Then, research and think about what is needed to reach that goal (in this case the numbers 1 - 5 above map those needs out.)

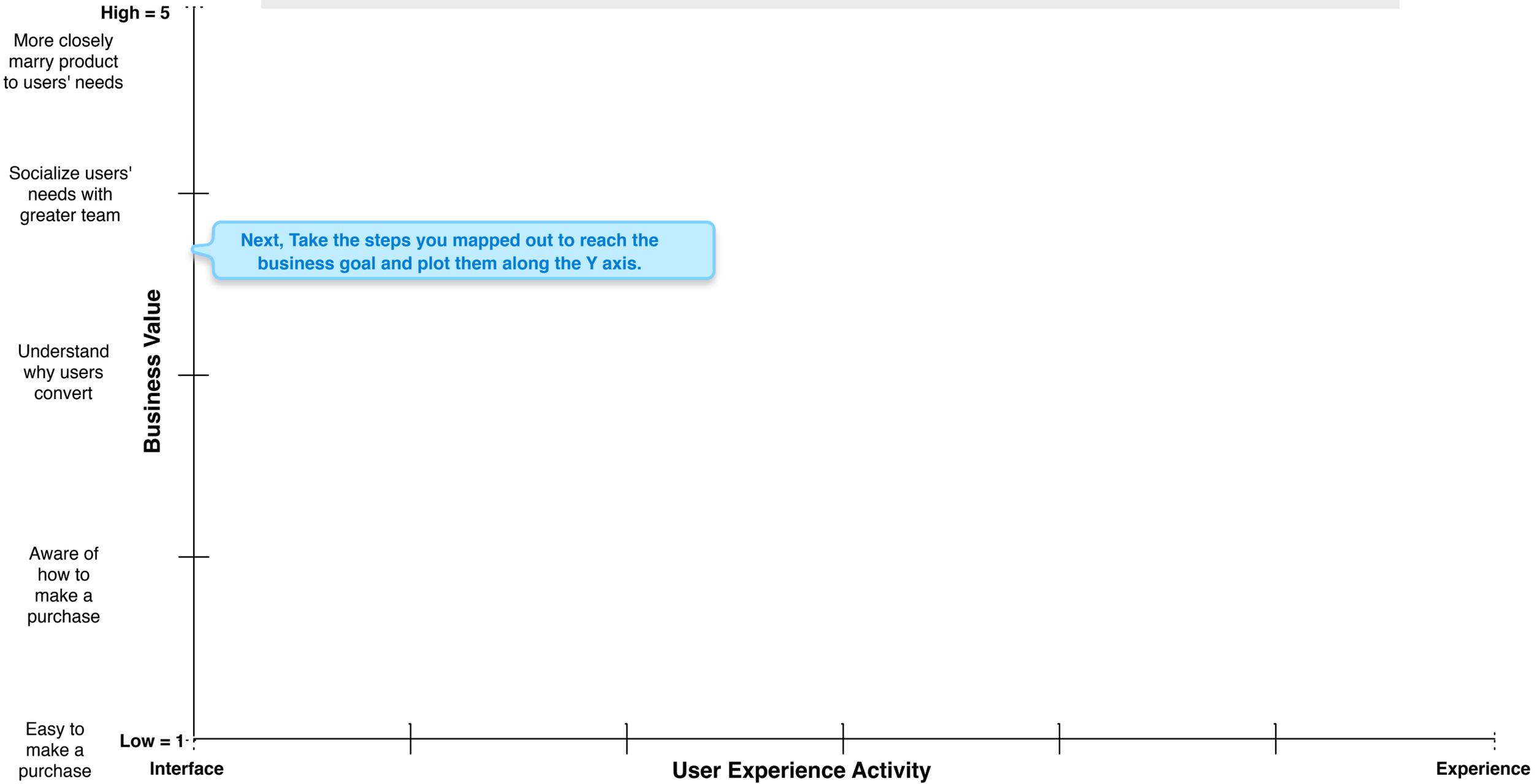


Plotting Business Value - Figure 2

Breakdown of Conversion Rates

What do we need to do to ensure higher conversion rates?

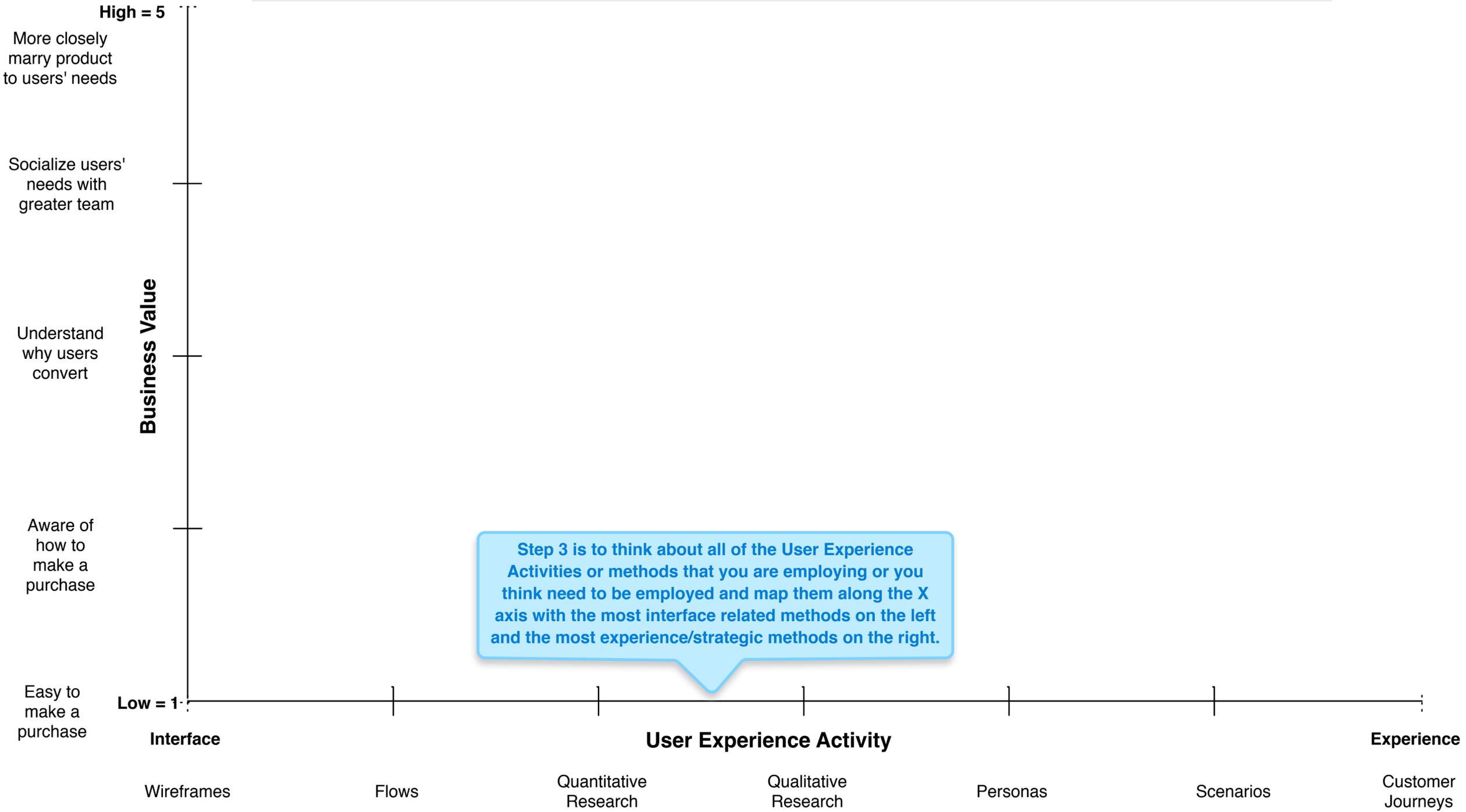
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Plotting UX Activities - Figure 3

Breakdown of Conversion Rates
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Mapping Current Activities - Figure 4

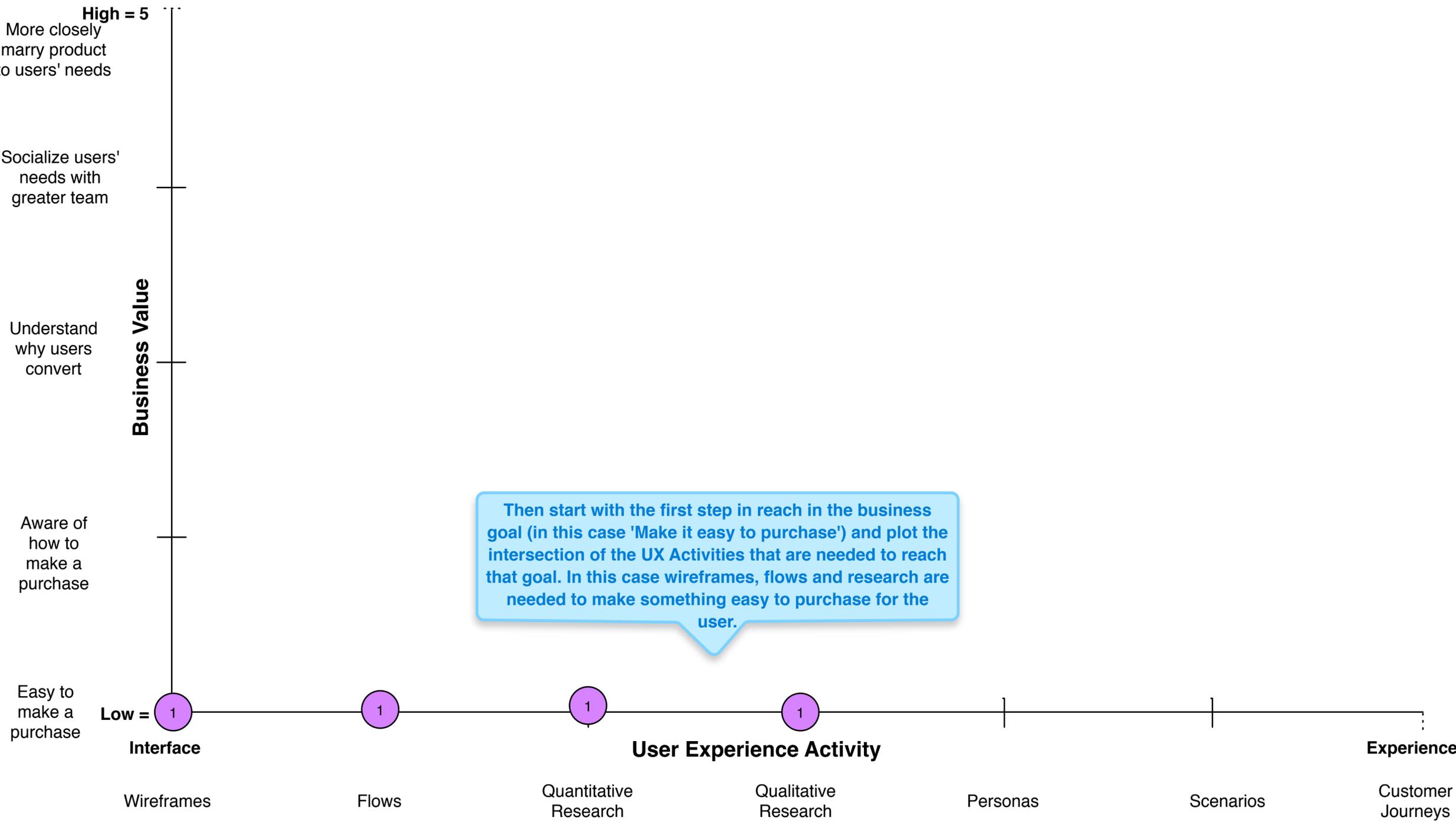
Breakdown of Conversion Rates

What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
 - Wireframes
 - User Flows
 - Usability Testing
 - Quantitative Research
2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
3. Understand why users convert—what are their goals, wants and needs.
4. Socialize user needs with greater team.
5. More closely marry our product to users' needs.

Legend

- A Currently Doing
- A Gap



Mapping Gaps - Figure 5

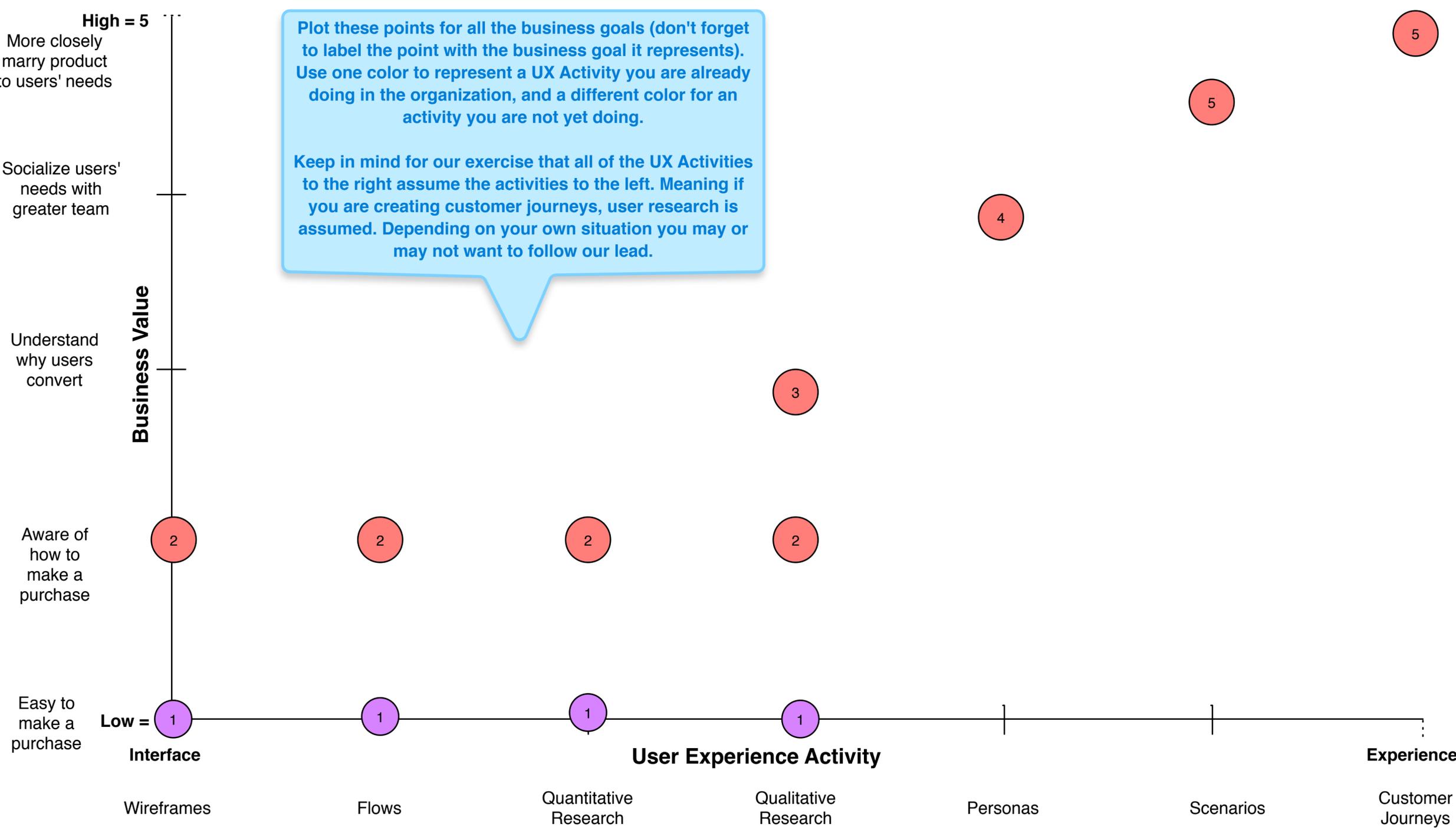
Breakdown of Conversion Rates

What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
 - Wireframes
 - User Flows
 - Usability Testing
 - Quantitative Research
2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
 - Qualitative Research
 - Wireframes
 - Flows
 - Quantitative Research
3. Understand why users convert—what are their goals, wants and needs.
 - Qualitative Research
4. Socialize user needs with greater team.
 - Personas
5. More closely marry our product to users' needs.
 - Scenarios
 - Customer Journeys

Legend

- A Currently Doing
- A Gap



Showing Metrics - Figure 6

Breakdown of Conversion Rates

What do we need to do to ensure higher conversion rates?

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2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
 - Qualitative Research
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3. Understand why users convert—what are their goals, wants and needs.
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 - Customer Journeys

Legend

- A Currently Doing
- A Gap

