User Research—Connected Family Project website: 7% reduction in bounce rate

Challenge:

CFP's biggest challenge was identifying factors leading to drop-offs on their website. The brand's leadership and marketers struggled to figure out:

1. Where users spent their time.

2. What services users were interested in purchasing.

3. What caused them to drop off.

CFP leadership wanted actionable insights into how users interacted with their site.

Action plan:

CFP's leadership team leveraged Hotjar to analyze web performance and understand user behavior at a granular level. We used:

• Funnels to locate the exact drop-off points in the customer journey

• Session recordings to understand how each user behaved on the site, tracing mouse and scroll movements to see which elements users click on

• Heatmaps to view color-coded representations of popular and unpopular site elements to help discover areas where users spend the most time and determine those that need improvement

This action plan helped the team zero in on their pricing structure and tables as a major blocker.

Results:

Once Connected Family Project leadership identified the problem, the next step was to split testing multiple layouts to optimize the pricing table. With a simple change in their pricing plan, the team reduced drop-off rates by 7% and boosted its conversion rate by 2%.
Session Recordings showed exactly how users behaved on the CFP website, helping the team identify improvement areas.