

Analysis Report of No.1 Mobile Video Commerce ‘Woman’s talk’

2021.06

FOURGRIT

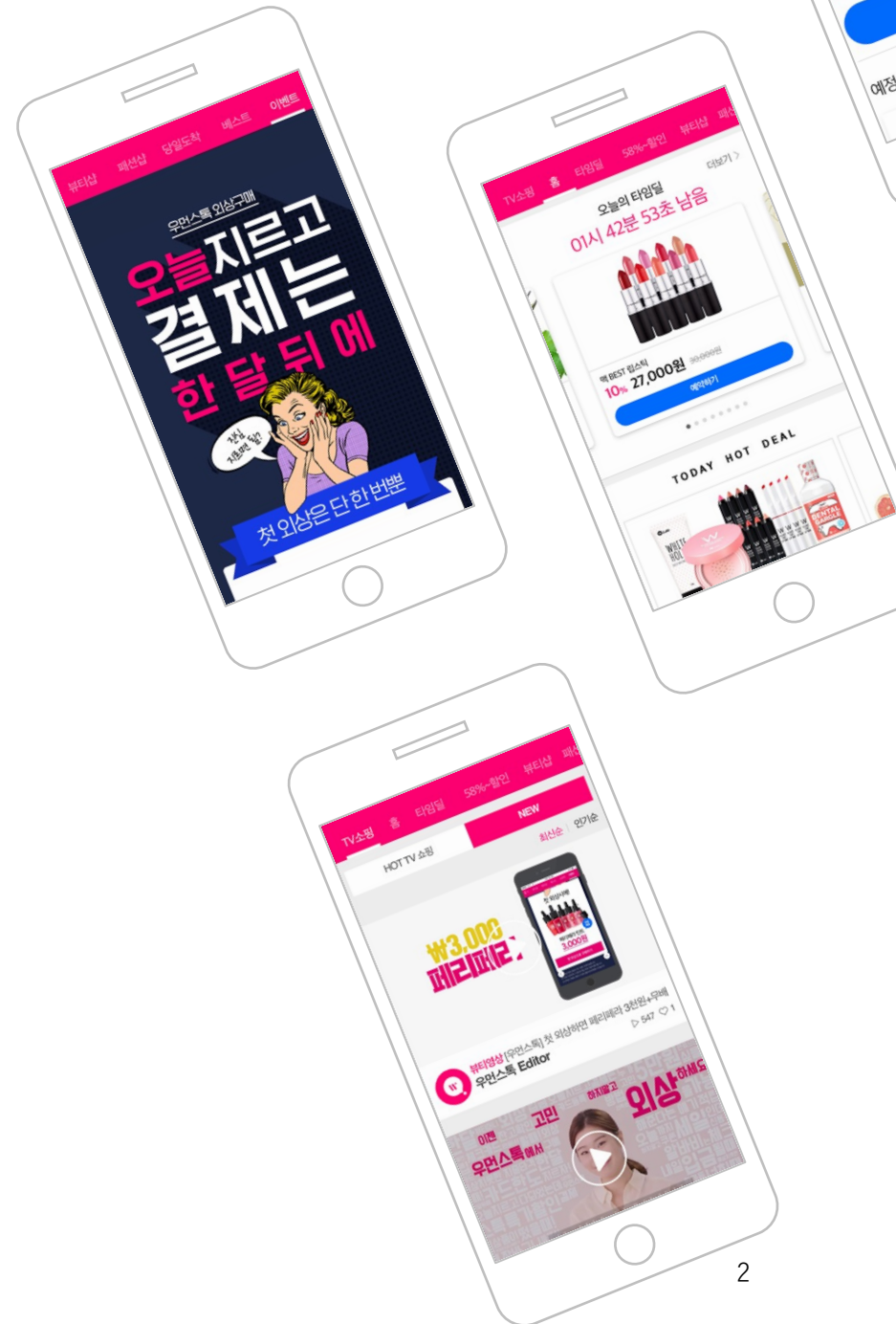
beusable@4grit.com

Analysis process and table of contents

1 Analysis of Current Status & Finding Pain Points

2 Improvement Through Analysis Results

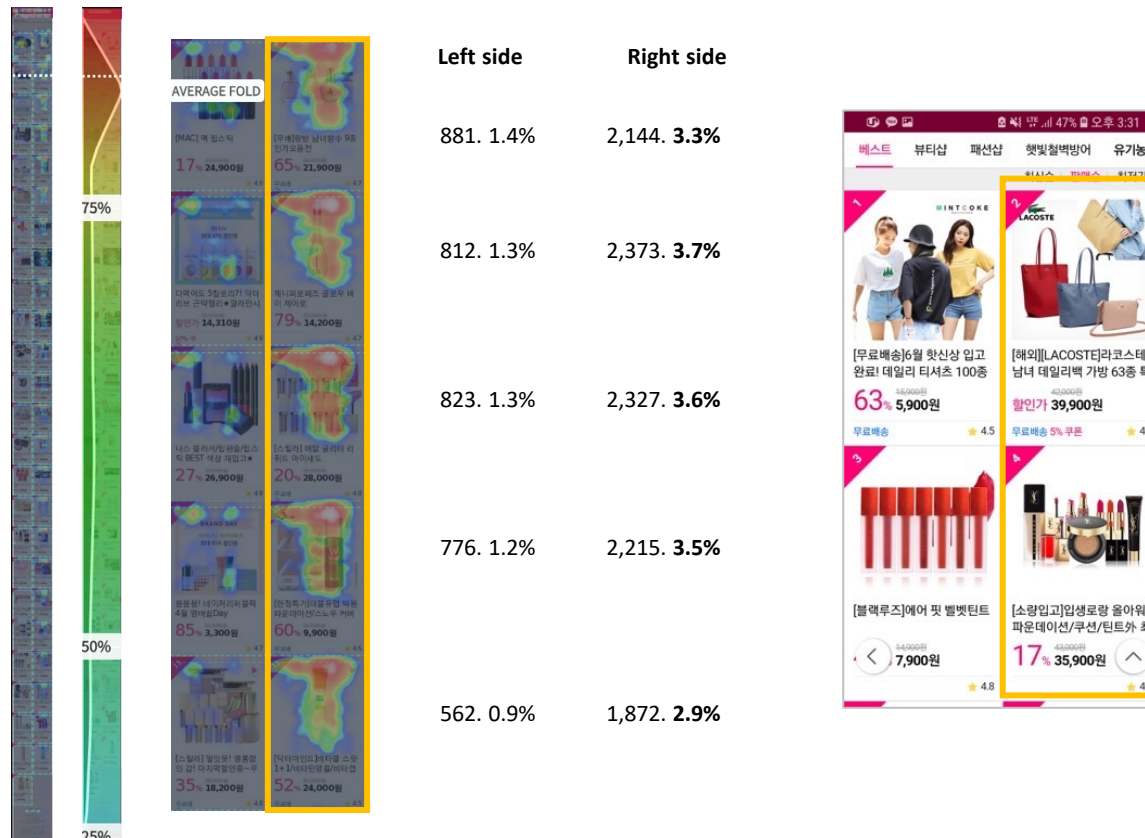
3 Improvement Performance Analysis Report



1. Analysis of Current Status & Finding Pain Points

1. Current status of 'Best Page' & Improvement strategy

Identification of the status of the popular product list page('Best page') that directly affects sales performance
 → Users convert to contents posted on the right side of the page



Current Status :

Overall, more than half of the customers view contents all the way down to the page.
 Starting from AVERAGE FOLD, the number of clicks on the product on the left side is about 3 times higher than on the right side.

Improvement Strategy:

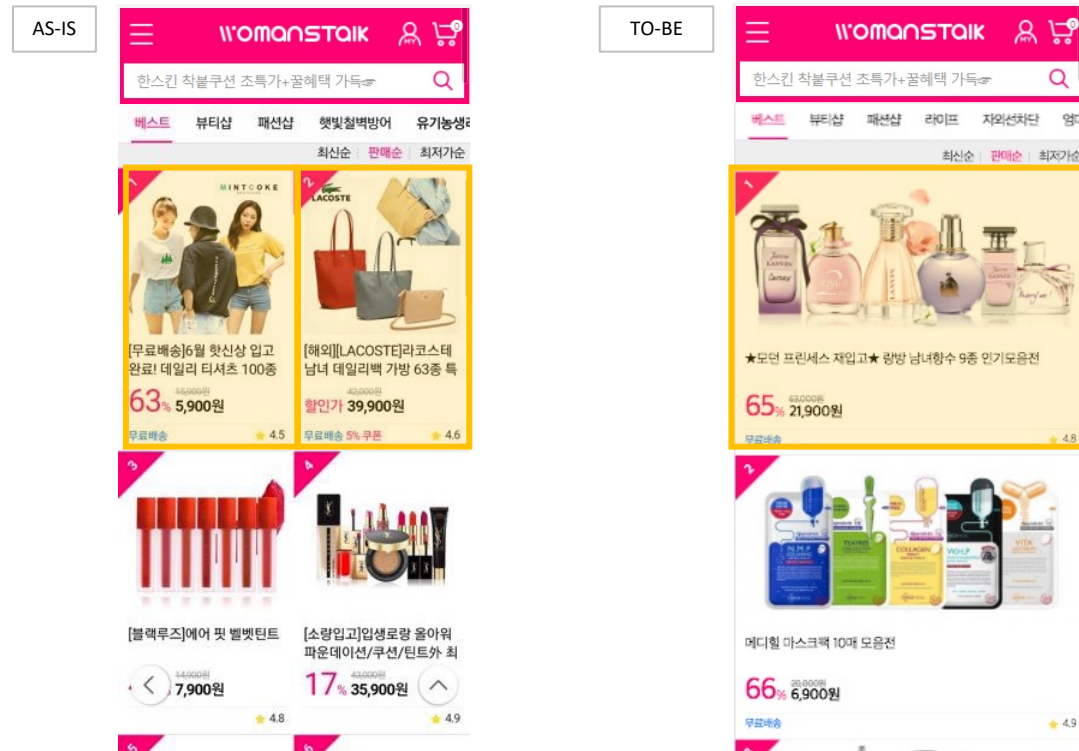
Products that have a significant impact on sales should be placed on the right side to increase conversion rates.

2. Improvement Through Analysis Results

2. Improvement plan & goal

<https://womanstalk.co.kr/product/best>

- **Improvement plan** : Changed 2-row product detail card UI to 1-row for Best Page
- **Improvement goal**: Increase usability for conversion (Securing an equal conversion rate for each left and right column of content and increasing the conversion rate - Need to compare the 'scroll to click')
- **Additional goal**: Maintain or increase content consumption rate



3. Improvement Performance Analysis Report

3. Performance analysis of 'Best Page'

The improvement plan is finally reflected as the **improvement effect is verified through performance analysis**

Data collection period		[AS-IS] July 5th - July 11th, 2018 (7 days)	[TO-BE] July 13th - July 18th, 2018 (6 days)
Best Page (Mobile)	Visit data	25,383PV / 8,622UV (Average PV per UV : 2.94)	20,903 PV / 7,888UV (Average PV per UV : 2.65)
	Exit rate	66.1%	63.1%

Improvement performance

- Increase in clicks per 1 PV
- Conversion rate increased by 1.9 times for the same number of products
- The duration time by content increases
- Increased conversions to product detail pages
- 3% improvement in exit rate

[Report Sample] Conversion performance comparison by UI

Increase in clicks per 1 PV

Scroll Heatmap

AS-IS

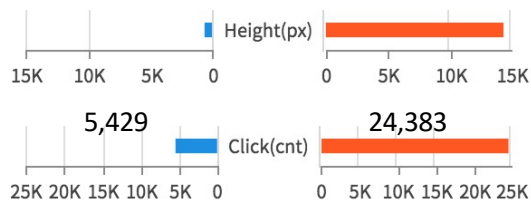
Clicks per PV : 1.14

Total clicks 29,812 / 26,093PV(Daily average 3,728PV)

Fold | Analysis of the average height of the web browser and the top/bottom of the average fold

Average Fold: 659px (The average height the of web browser)

Above **i** Below
Above vs Below the Fold



TO-BE

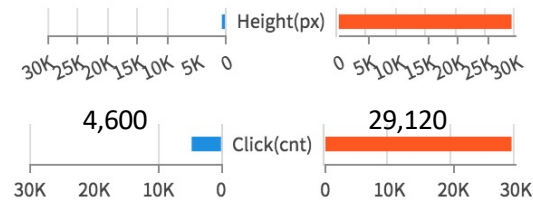
Clicks per PV : 1.57

Total clicks 33,720 / 21,442PV(Daily average 3,574PV)

Fold | Analysis of the average height of the web browser and the top/bottom of the average fold

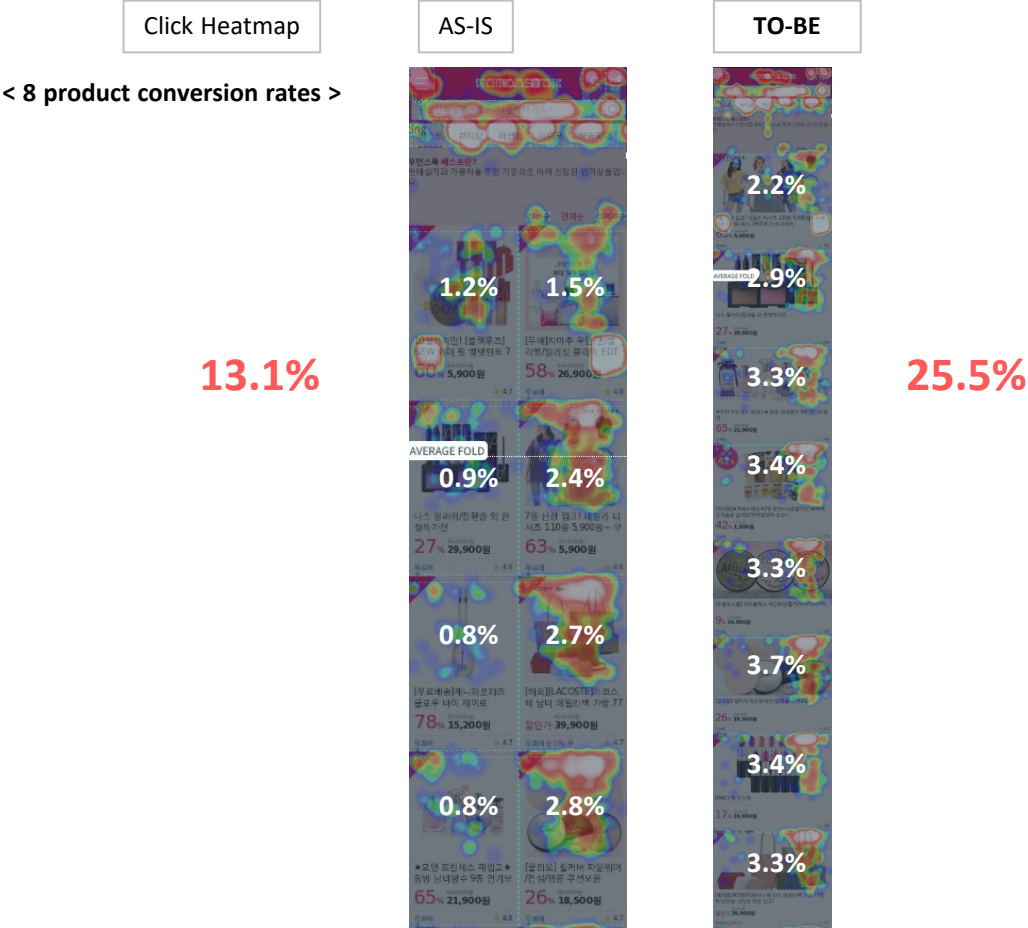
Average Fold: 658px (The average height the of web browser)

Above **i** Below
Above vs Below the Fold



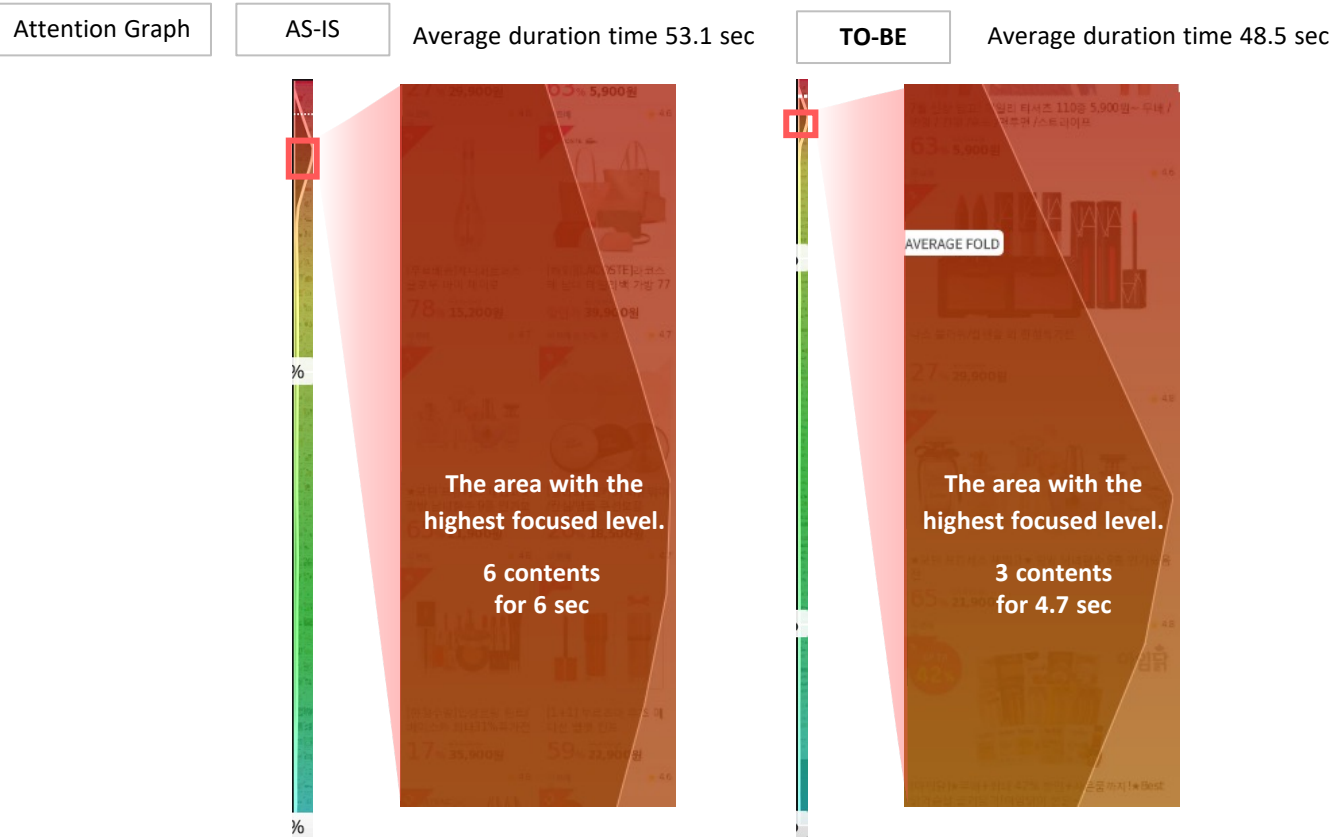
[Report Sample] Conversion performance comparison by UI

1.9x increase in conversion rate for the same number of products



[Report Sample] Analysis of content navigating pattern

The duration time by area decreased, but the **duration time by content increased***



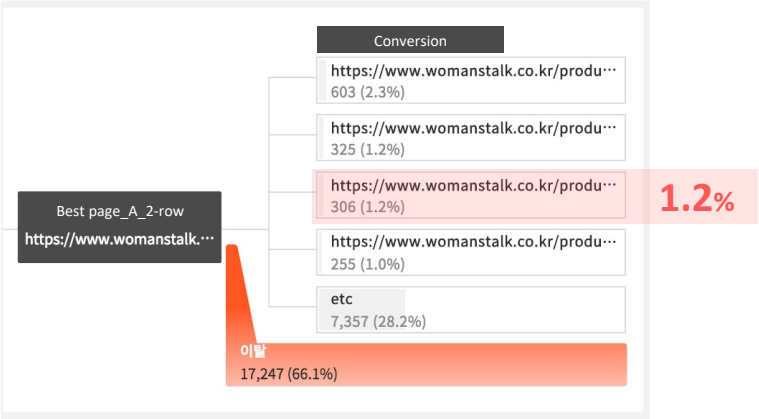
- In terms of content unit, if it took 6 seconds to view 2 contents before improvement, **the duration time increased to 4.7 seconds to view 1 content after improvement**

[Report Sample] Conversions and exit rate comparison within a page

Increased conversions to product detail pages, improvement of exit rate 3% improvement

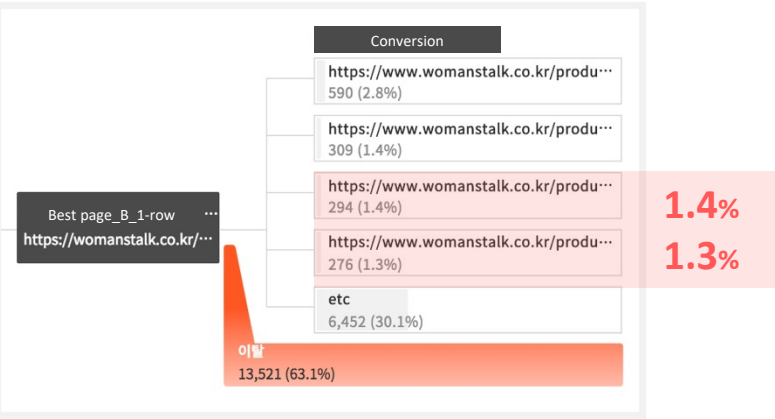
Product detail page

AS-IS



Exit rate 66.1%

TO-BE



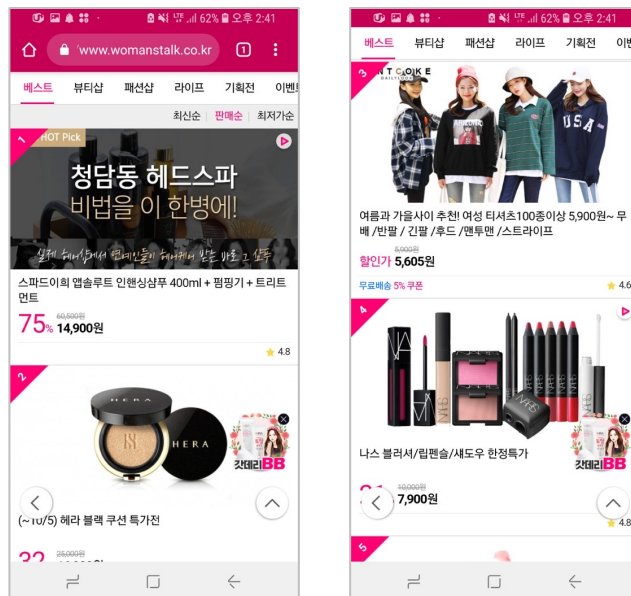
Exit rate 63.1%

[Report Sample] Conclusion

Result of analysis

- The page became longer by changing the product detail card UI from 2-row to 1-row display, but both navigation and conversion performance were improved when analyzing the content.

Final version (1-row)



End of Document

www.4grit.com | www.beusable.net | www.beusably.net