# Boiler Juice

## Home page Project

by Fabrice Simonnet

# Discovery

# Discovery

**01** Intro.

Being part of our revamp and optimisation general project we are now focusing on our home page. With a current traffic superior but a conversion rate inferior compared to our desktop version, we are going to put the mobile at the front of the project and implement measurable change where it makes the most impact.

| Device Category ? | Users ? ↓ | New Users ? | Transactions ? | Revenue ? | Ecommerce Conversion Rate ? | ssion ? |
|---|---|---|---|---|---|---|
| | 45,431<br>% of Total:<br>100.00% (45,431) | 21,087<br>% of Total:<br>100.00%<br>(21,086) | 2,360<br>% of Total:<br>100.00% (2,360) | £31,681.62<br>% of Total: 100.00%<br>(£31,681.62) | 3.67%<br>Avg for<br>View:<br>3.67%<br>(0.00%) | :36<br>View:<br>:01:36<br>).00%) |
| 1.   mobile | **19,051** (41.86%) | 8,604 (40.80%) | 699 (29.62%) | £9,022.89 (28.48%) | 2.66% | 01:19 |
| 2.   desktop | **17,086** (37.54%) | 8,367 (39.68%) | 1,178 (49.92%) | £16,642.70 (52.53%) | 4.80% | 01:58 |
| 3.   tablet | **9,375** (20.60%) | 4,116 (19.52%) | 483 (20.47%) | £6,016.03 (18.99%) | 3.55% | 01:30 |

# Discovery

**02** Our Goals

We will look closely and keep track at a few keys metrics to measure our performance and most importantly, we are also going to acknowledge our two defined BoilerJuice customer segments and deliver tailored journeys to those distinct group. "New and Returning Customer"



Returning Visitor | New Visitor

43.6%

56.4%
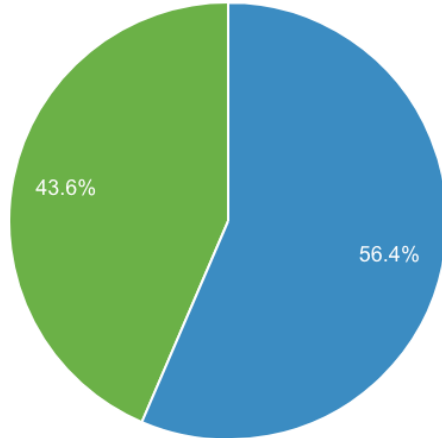
# Discovery

**02** Our Goals

Within our two distinct groups we are going to look at improving 2 main metrics which will together bring substantial and measurable up lift to the business.

❯ Reduce bounce rate.

❯ Increase visit to quote rate.

| User Type ? | Users ? ↓ | New Users ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
|---|---|---|---|---|---|
| | 954,840<br>% of Total: 100.00% (954,840) | 807,466<br>% of Total: 100.02% (807,282) | 34.62%<br>Avg for View: 34.62% (0.00%) | 3.11<br>Avg for View: 3.11 (0.00%) | 00:01:55<br>Avg for View: 00:01:55 (0.00%) |
| New Visitor | 813,381 (67.78%) | 807,466 (100.00%) | 37.83% | 2.96 | 00:01:56 |
| Returning Visitor | 386,573 (32.22%) | 0 (0.00%) | 32.80% | 3.19 | 00:01:55 |

# Discovery

**02** Our Goals

And in addition to our two main goals we will have a third one which will be segment specific.

- Increase new customer conversion rate (for our new customer segment).
- Increase repeat order conversion rate (for our returning customer).

| User Type | Users ↓ | New Users | Transactions | Revenue |
|---|---|---|---|---|
| | 954,840<br>% of Total: 100.00%<br>(954,840) | 807,466<br>% of Total:<br>100.02% (807,282) | 131,289<br>% of Total:<br>100.00%<br>(131,289) | £1,620,114.16<br>% of Total: 100.00%<br>(£1,620,114.16) |
| New Visitor | 813,381 (67.78%) | 807,466 (100.00%) | 43,411 (33.07%) | £568,033.26 (35.06%) |
| Returning Visitor | 386,573 (32.22%) | 0 (0.00%) | 87,878 (66.93%) | £1,052,080.90 (64.94%) |

# Discovery

**03** Understand the issues.

Now that we have established our goals let's identify what are the issues.

> Bounce rate.

> Visit to quote rate.

> Conversion rate.
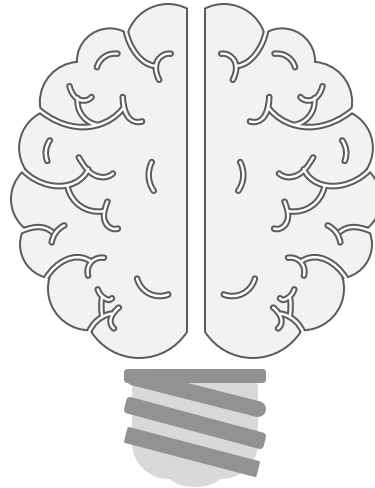
# Discovery

**03** Understand the issues.

> Bounce rate.

o **Poor customer confidence**

For a business that depends on consumers for its success, the value of consumer confidence is as important than the product or service itself. Reassure our customers that they are making the smart choice to increase their confidence and encourage them to buy.

# Discovery

**03** Understand the issues.

❯ Bounce rate.

- ○ **Not optimised for relevance**

  One of the biggest contributing factors to high bounce rates is relevance – or irrelevance. If the page you're serving isn't directly relevant to a user's query, you can almost guarantee that they're going to bounce. For this reason, it's vital that we optimise for relevance above all other considerations.
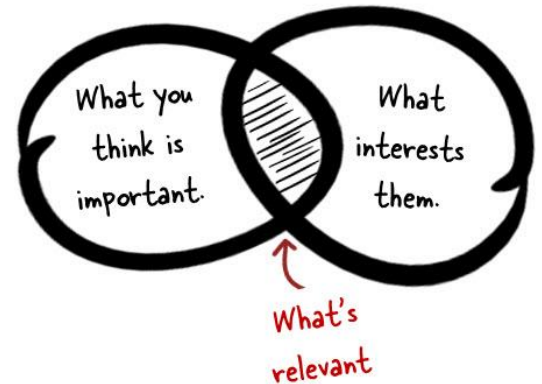
# Discovery

**03** Understand the issues.

> Bounce rate.

    o **Neglected customer value**

        Nurturing relationships with our customers is a crucial part of growing a successful business. Caring for our customers has never been more important. We need to make them feel valued

# Discovery

**03** Understand the issues.

❯ Visit to quote rate.

o **Length of our quote form.**

We know our customers aren't filling out our quote form because they love filling out forms, they're doing it because they need oil. The longer it takes for them to reach their end goal, the more likely we are to experience a reduction in conversion rates.

# Discovery

**03** Understand the issues.

➤ Visit to quote rate.

○ **More efficient field types.**
　　Looking at aggregators within the energy and insurance industry, one way that they are making their forms slicker is to move away from text boxes and drop-down lists and towards radio buttons and tick boxes.

**Field Types Used (with Aggregator and Direct Split)**

| | Text Boxes | Drop Downs | Radio Buttons | Tick Boxes |
|---|---|---|---|---|
| All | 27.06% | 26.20% | 40.53% | 6.20% |
| Direct | 28.48% | 28.21% | 39.02% | 4.30% |
| Aggregator | 21.52% | 18.37% | 46.46% | 13.65% |
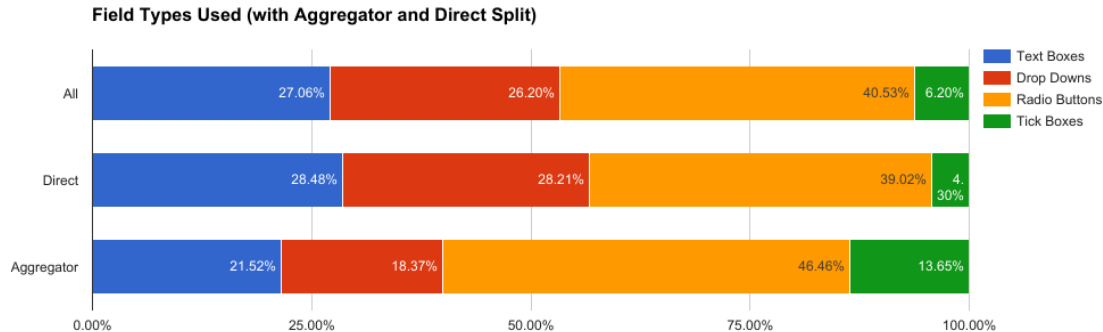
# Discovery

**03** Understand the issues.

> Conversion rate.

- o **Grab customer attention as quickly as possible.**
  We should push our customer to buy by showing valuable content we hold, such as our lowest price in their postcode or nationally, while creating a sense of emergency.

# Discovery

**03** Understand the issues.

➤ Conversion rate.

o **Shop offers display.**
Displaying low-cost almost undeniable deals as tripwire offers to get our visitor to purchase from the shop.

# Discovery

**03** Understand the issues.

Conversion rate.

- o **Utilise our monthly payment plan.**
    - Remind or inform our user that they can spread the cost of their oil purchase.

# Discovery

**03** Understand the issues.

> Conversion rate.

- o **Customer checkout.**

  Forcing our user to register when checking out could be a deterrent and is giving them another reason to leave our site before converting.

# Fixing the Issues

# Fixing the Issues

## Intro.

We can use our data layer system to identify new or returning customers and equally do some tests on Google Optimize targeting one or the other segment.

Fixe & Monitor

Change & Test

Understand
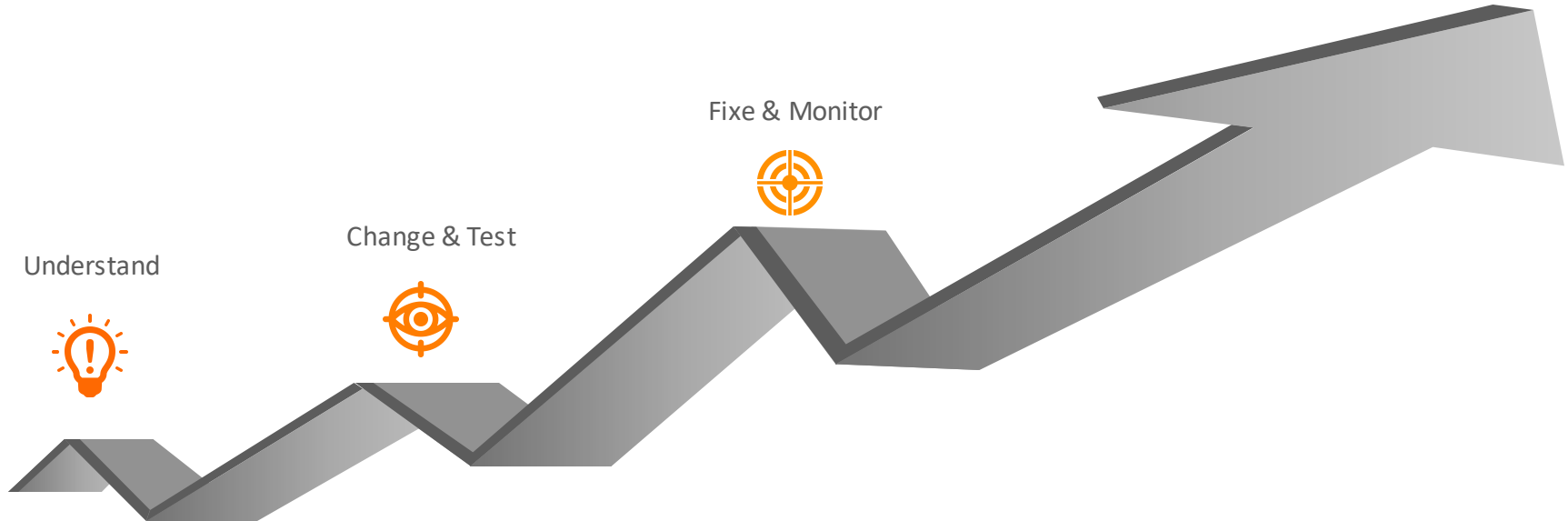
# Fixing the Issues

**01** Reduce bounce rate.

1. Poor customer confidence

   o We should show / tell customers positive outcomes that are directly linked to buying oil with us such as the overall saving we help our customer to make the last month/years…
   o Show some positive customer testimonials.

2. Optimise for relevance

   o Reasons to choose BJ should be placed higher up on the page for new customers.
   o Heating oil price chart should be added and shown to returning customers.

# Fixing the Issues

o   Poor customer confidence

Positive outcomes that are directly linked to buying oil
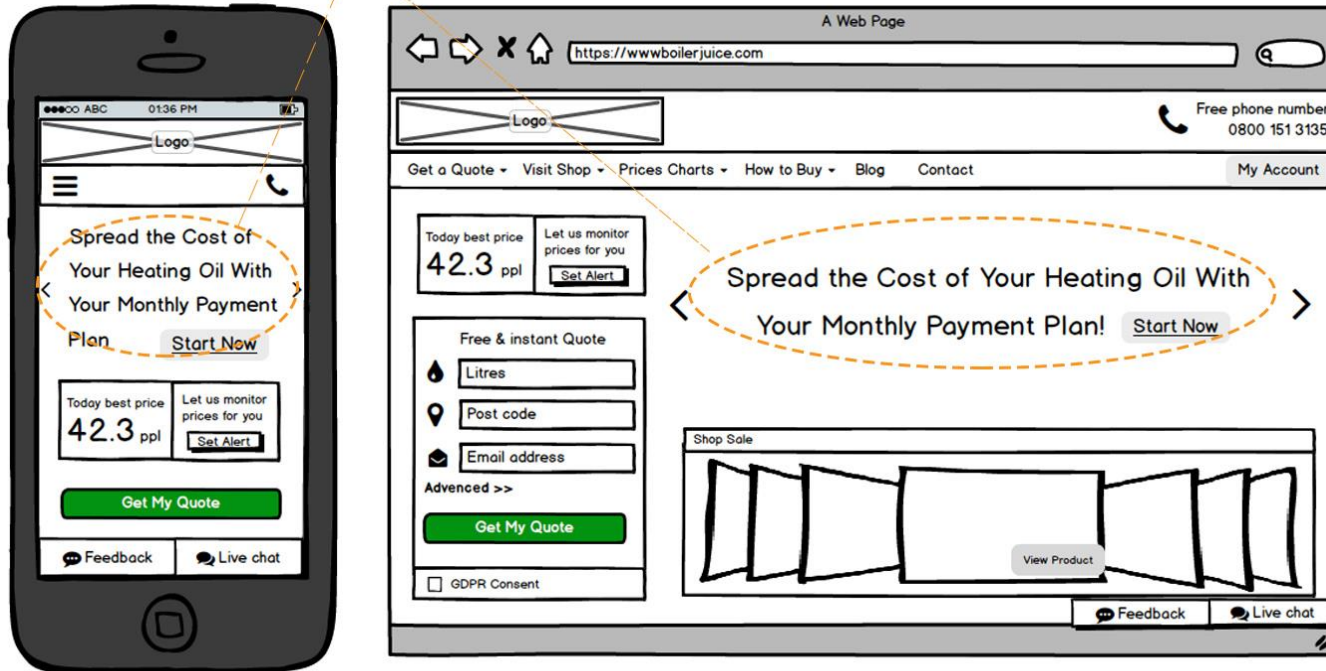
# Fixing the Issues

o   Reasons to choose Boilerjuice
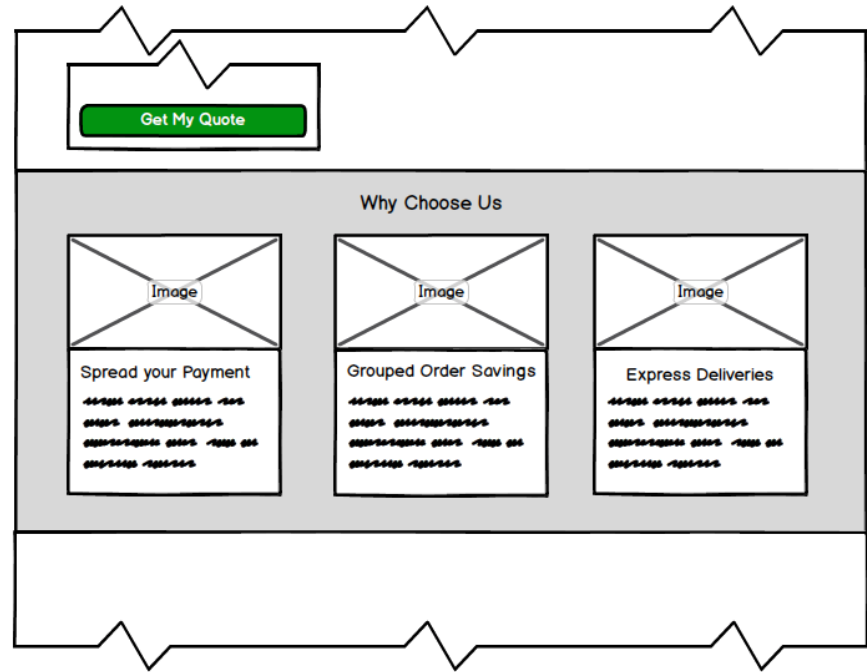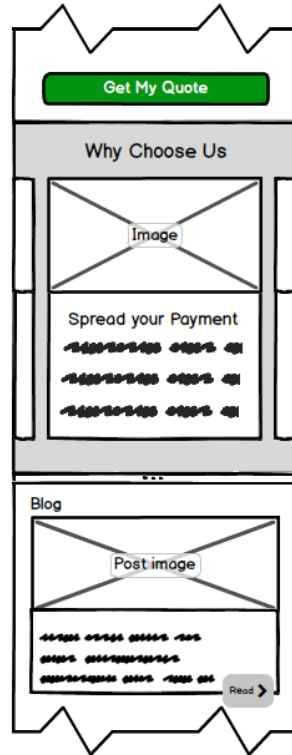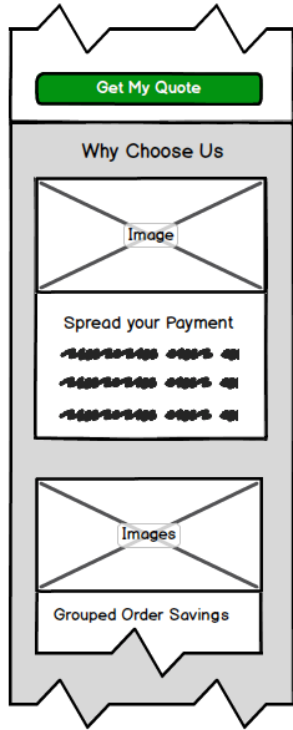
# Fixing the Issues

o   Optimise for relevance
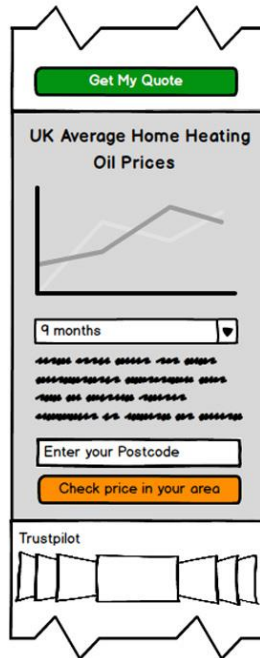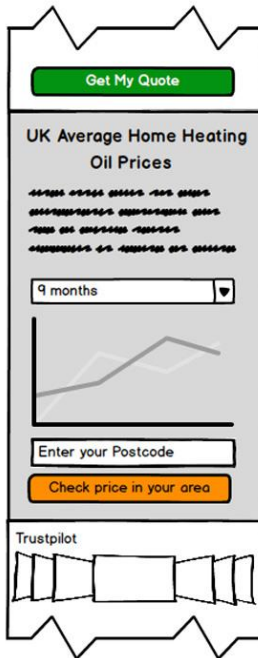
# Fixing the Issues

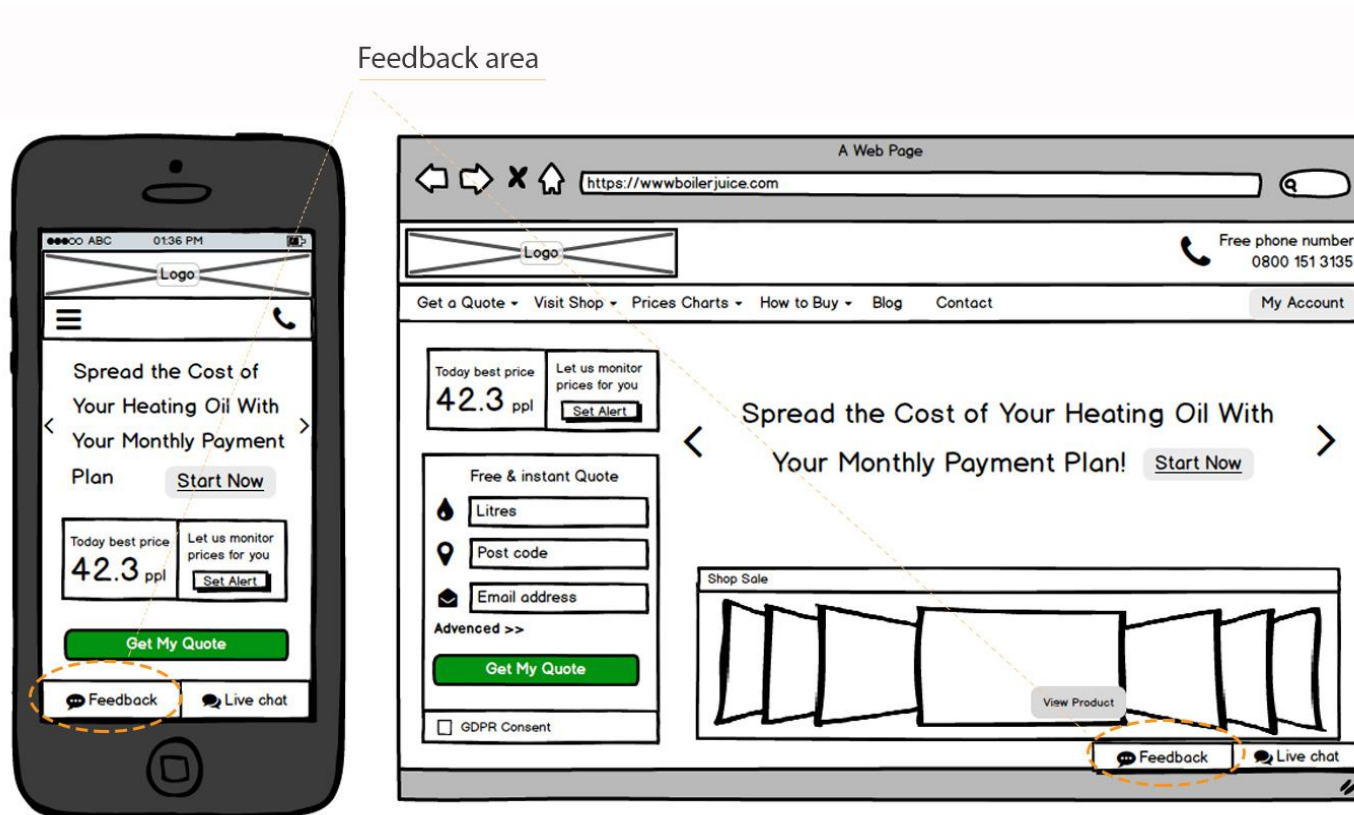**01** Reduce bounce rate.

3. Neglected customer value

- o We should ask our customers for feedback
- o Create a customer loyalty scheme

4. Price checker

- o Introduce area oil price check where only their postcode is asked, then offer price alert to grab their email.
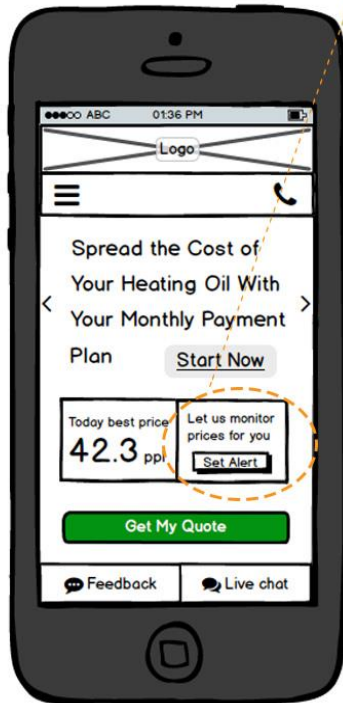
# Fixing the Issues

○ Feedback Area



Feedback area

# Fixing the Issues

o   Price checker



Area oil price checker where only postcode is asked
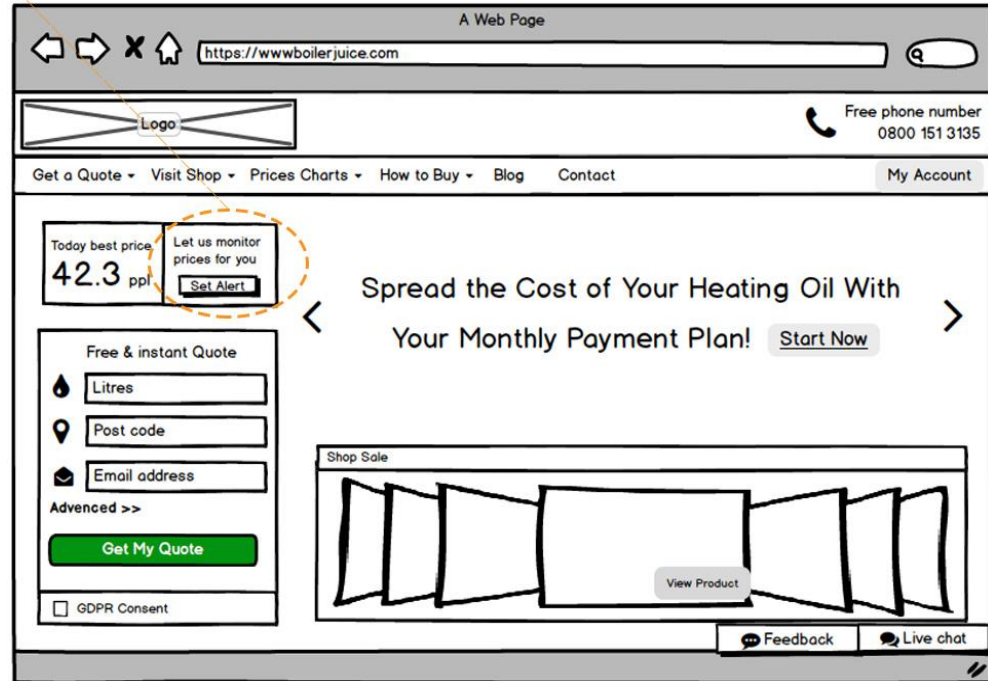
# Fixing the Issues

**02** Visit to Quote rate.

1. Length of our quote form

   o By removing the email field it will feel less intrusive and will prompt new customers to check our prices without commitment. Do we really need their email at this stage?

2. More efficient field type**s**

   o Replace drop-down of tanker type and oil type by radio button or tick box for tanker option.
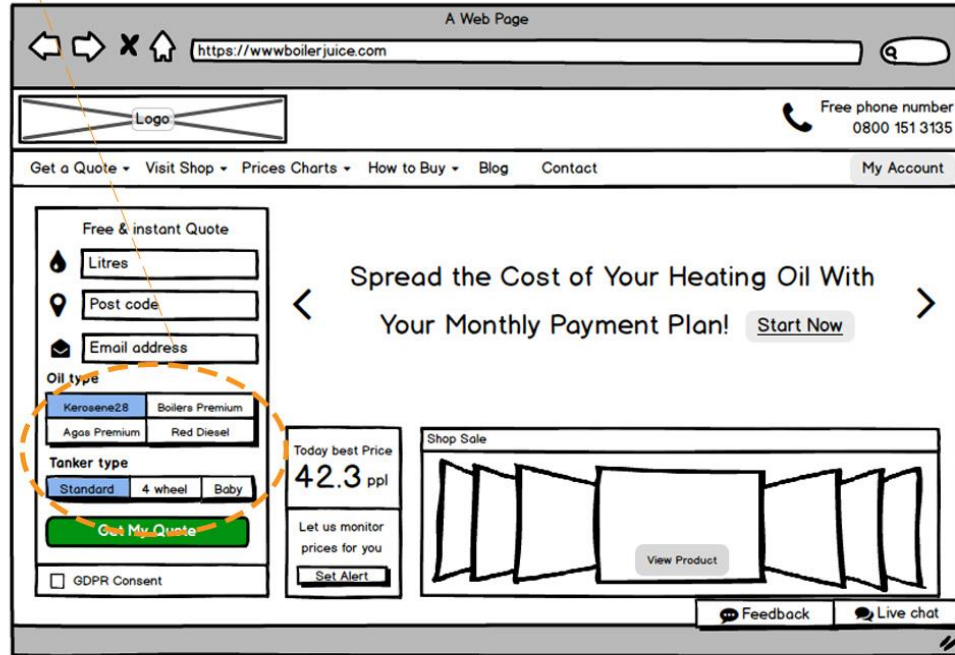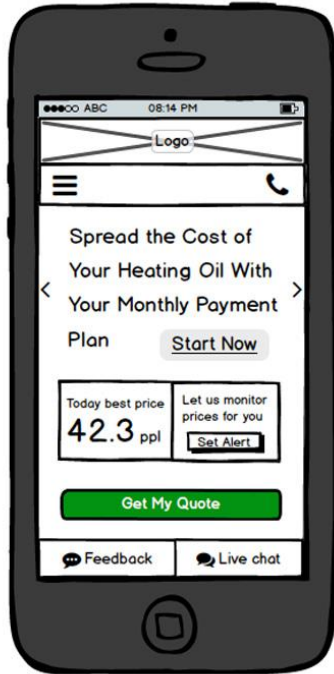
# Fixing the Issues

1. Removing Email from quote form
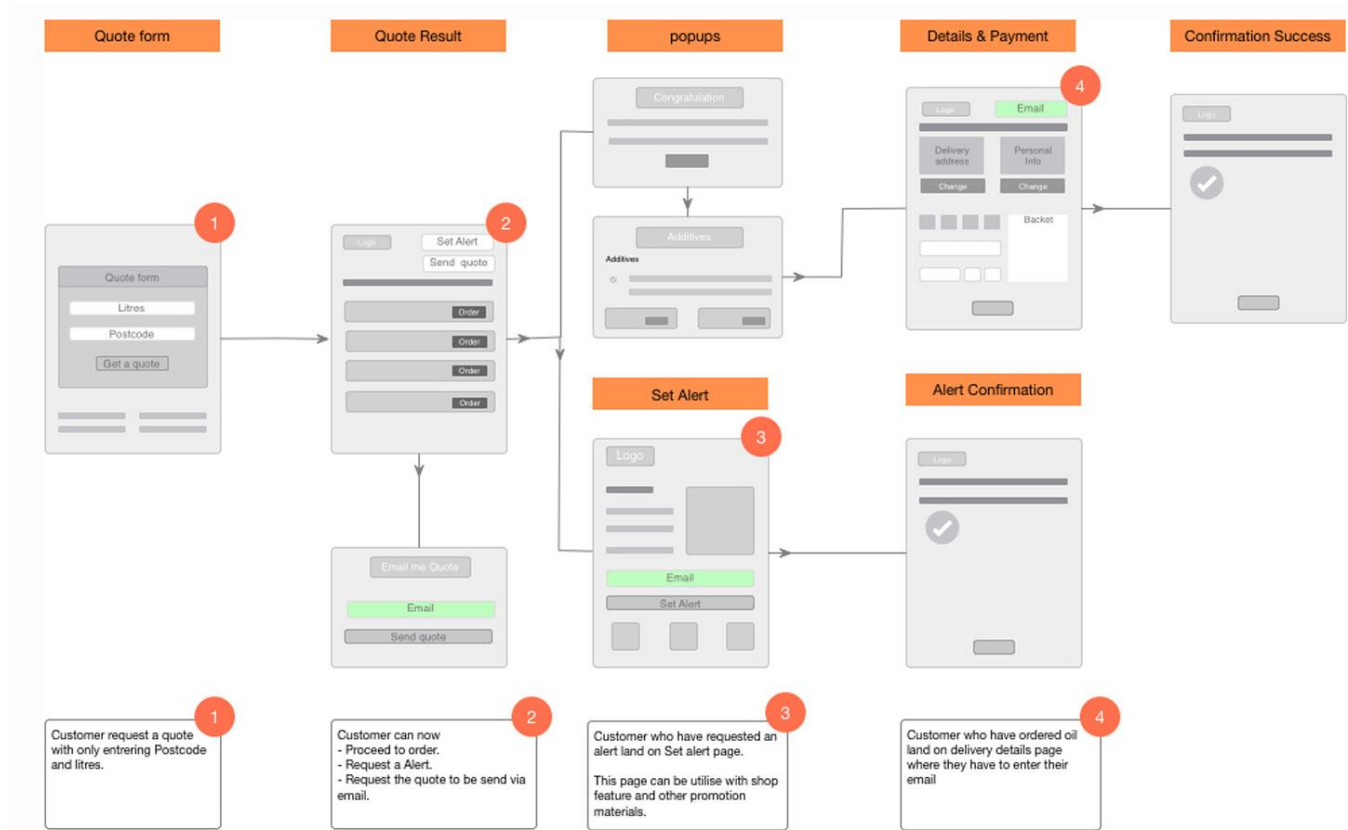
# Fixing the Issues

1. Replace drop down on form by radio button



Radio button instead of drop down.

# Fixing the Issues

**03** Conversion rate.

1. Best price across UK

   o Showing new customers our lowest price available across the UK will also help win them over to proceed and buy from us.
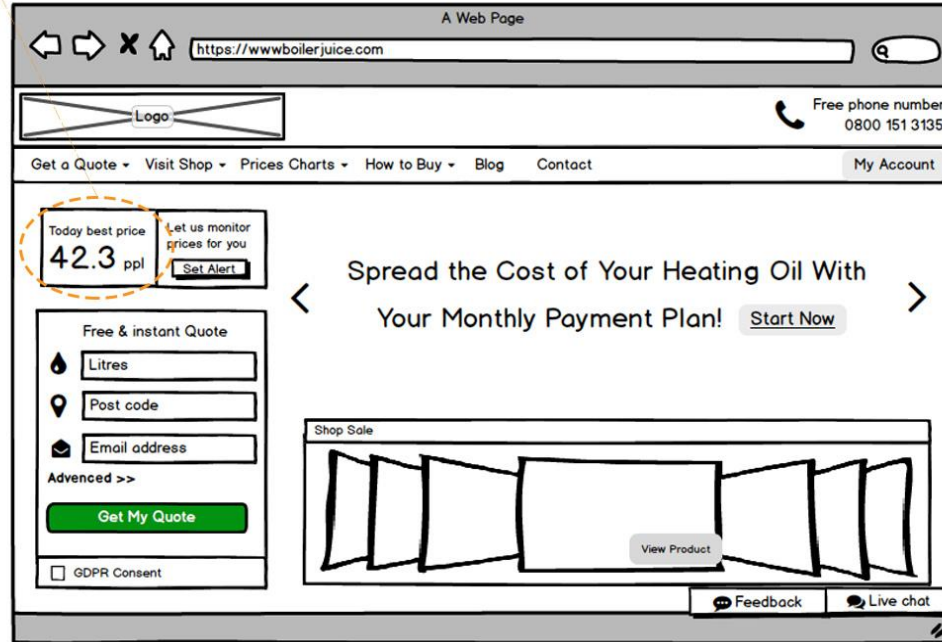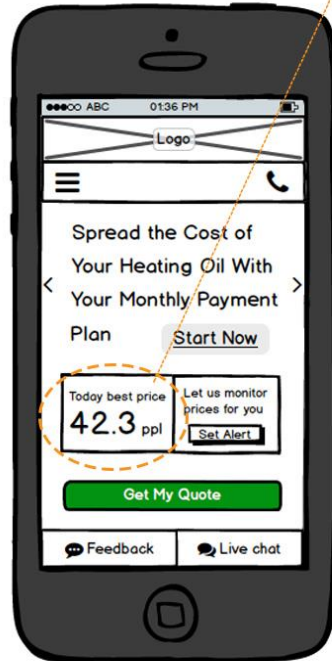
2. Best local price today (Returning customer)

   o Showing what the lowest price currently is in their area for the returning customer.

# Fixing the Issues

o   Best price across UK

Showing to customer our competitive prices

# Fixing the Issues

**03** Conversion rate.

3. Saving from previous quote (Returning customer)

    o   We should show how much customers are saving when prices are down compared to the previous quote.

4. Display monthly payment plan option

    o   We should use a catch phrase to remind them that the cost of the oil purchased could be spread out.

# Fixing the Issues

**03** Conversion rate.

5. Shop slider / carousel

   o Showing our best shop offers to our customers in a carousel.

6. Re run quote button (Returning customer)

   o Our customers are increasingly familiar with Amazon's one-click ordering and Dominos' no click pizzas so they're beginning to expect the same level of speed and convenience everywhere, including on our website.

# Fixing the Issues

**03** Conversion rate.

7. Guest checkout

   o Allow users to checkout without signing up for an account. We will have their name and email address when they buy anyway.
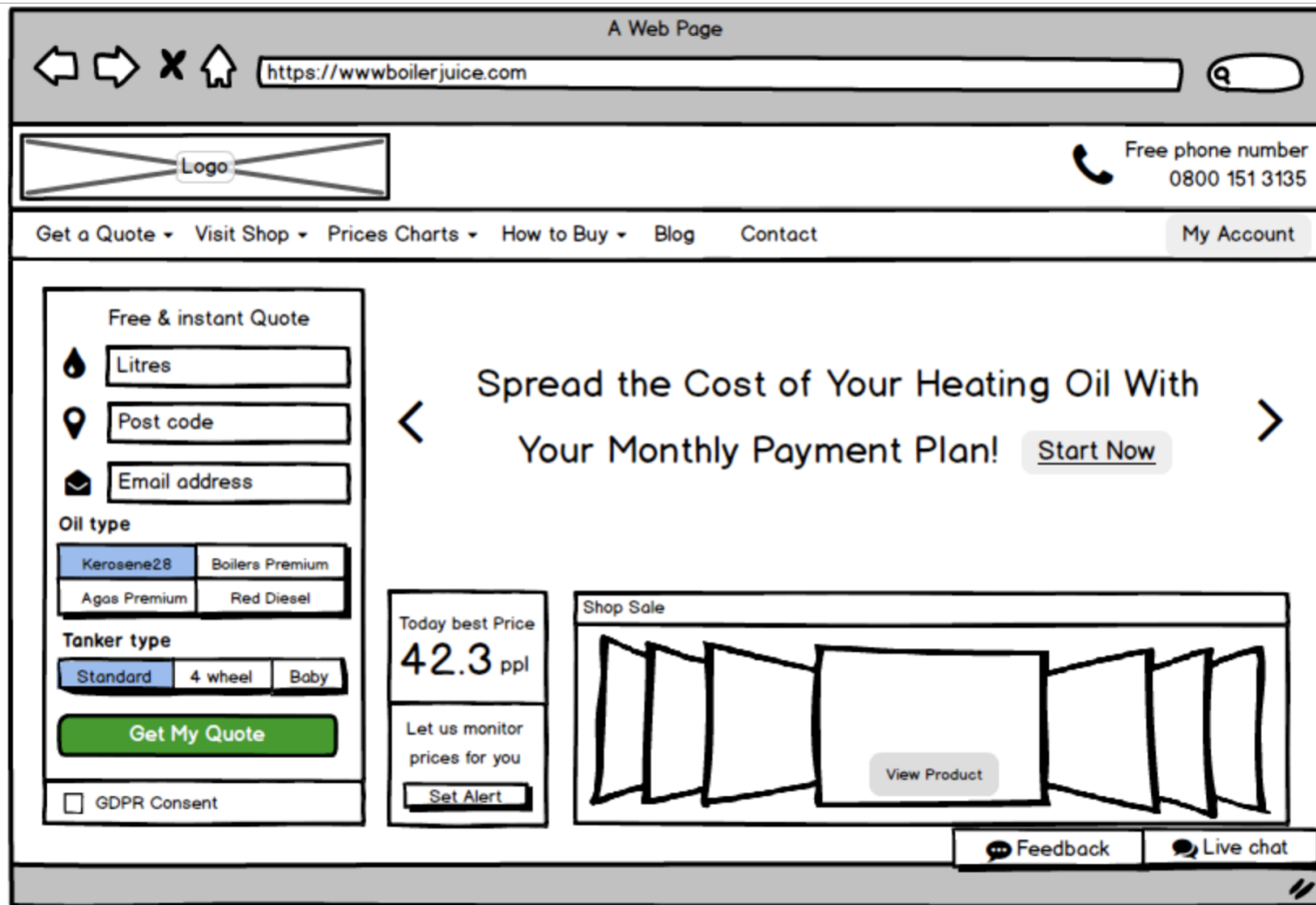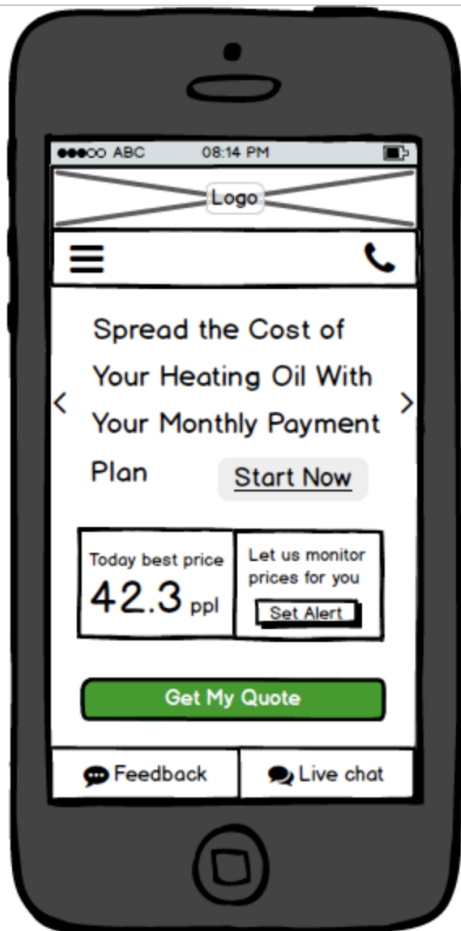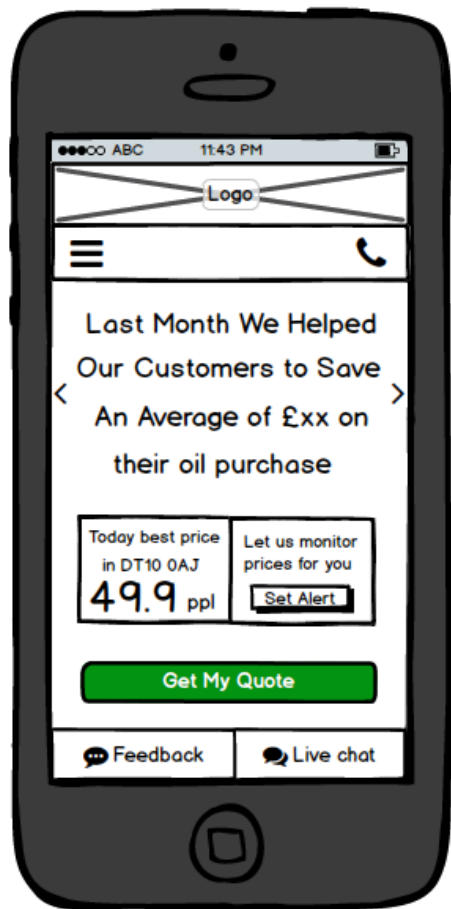
# **Wireframes**

# Wireframes

Feedbacks

Please use the following link to add your comment on the following wireframes.

https://invis.io/6DK2XMFZGMS

# Home page New Visitor V1

https://wwwboilerjuice.com

Logo

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My Account

**Free & instant Quote**

Litres

Post code

Email address

**Oil type**

| Kerosene28 | Boilers Premium |
| Agas Premium | Red Diesel |

**Tanker type**

| Standard | 4 wheel | Baby |

**Get My Quote**

☐ GDPR Consent

Spread the Cost of Your Heating Oil With Your Monthly Payment Plan!   Start Now

Today best Price
**42.3** ppl

Let us monitor prices for you
Set Alert

Shop Sale

View Product

💬 Feedback   💬 Live chat

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## Mobile view

●●●○○ ABC   08:14 PM

Logo

☰   📞

Spread the Cost of Your Heating Oil With Your Monthly Payment Plan   Start Now

Today best price
**42.3** ppl

Let us monitor prices for you
Set Alert

**Get My Quote**

💬 Feedback   💬 Live chat

# Home page Returning Visitor V1



**Mobile view:**

Logo

Last Month We Helped Our Customers to Save An Average of £xx on their oil purchase

Today best price in DT10 0AJ
**49.9** ppl

Let us monitor prices for you
Set Alert

**Get My Quote**

Feedback | Live chat

**Desktop view:**

A Web Page

https://wwwboilerjuice.com

Logo

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Free & instant Quote
500
DT10 0AJ
fabrice@boilerjuice.com

**Oil type**
| Kerosene28 | Boilers Premium |
| Agas Premium | Red Diesel |

**Tanker type**
| Standard | 4 wheel | Baby |

**Get My Quote**

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Last Month We Helped Our Customers to Sav
An Average of £xx on their oil purchase

Today best price in DT10 0AJ
**49.9** ppl

Let us monitor prices for you
Set Alert

Shop Sale

View Product

Feedback | Live chat

# Home page New Visitor V2

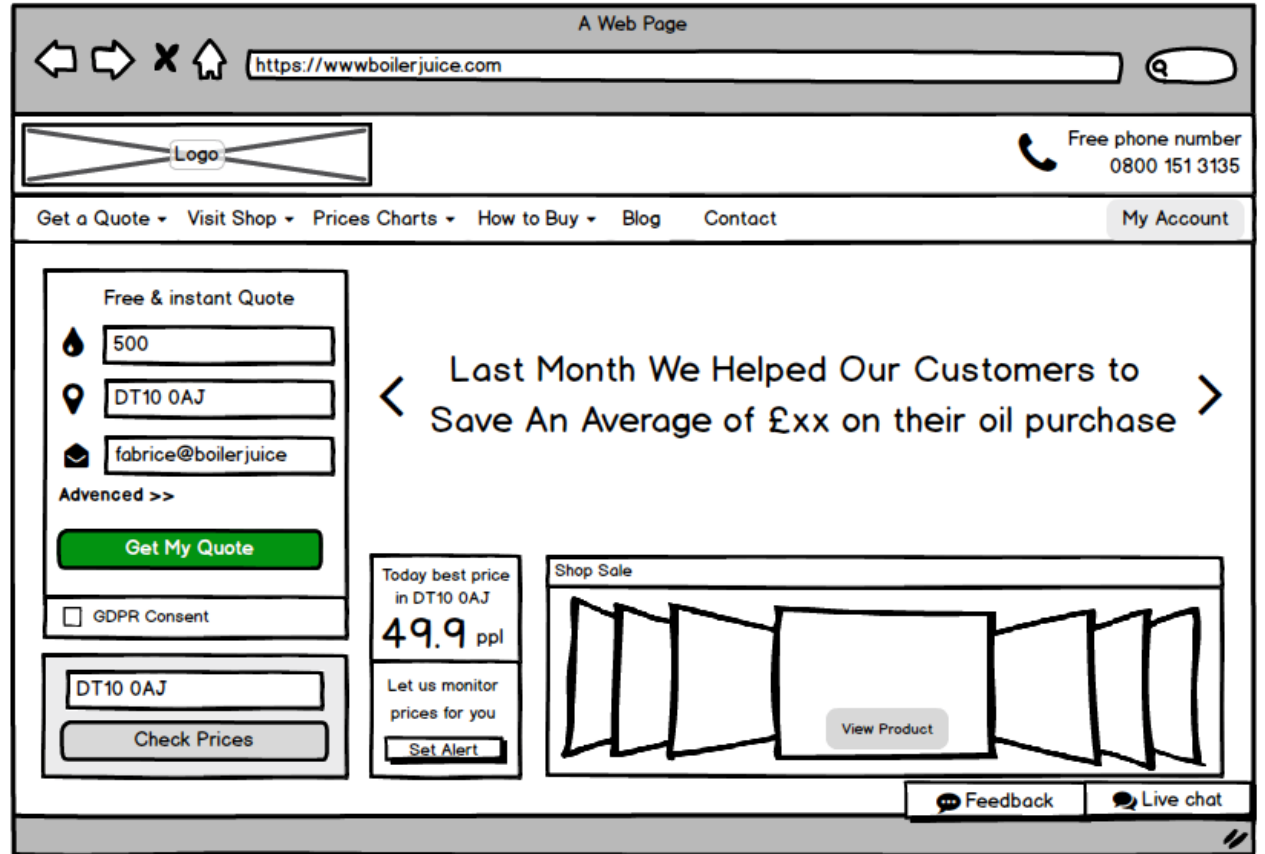# Home page Returning Visitor V2

# Home page New Visitor V3



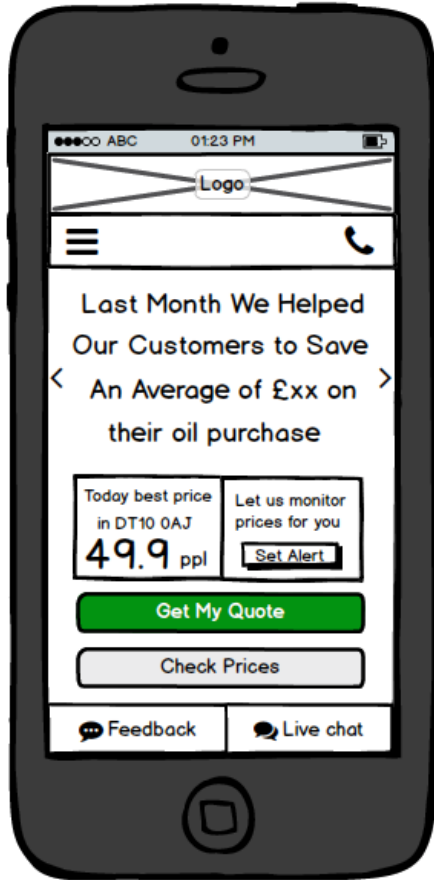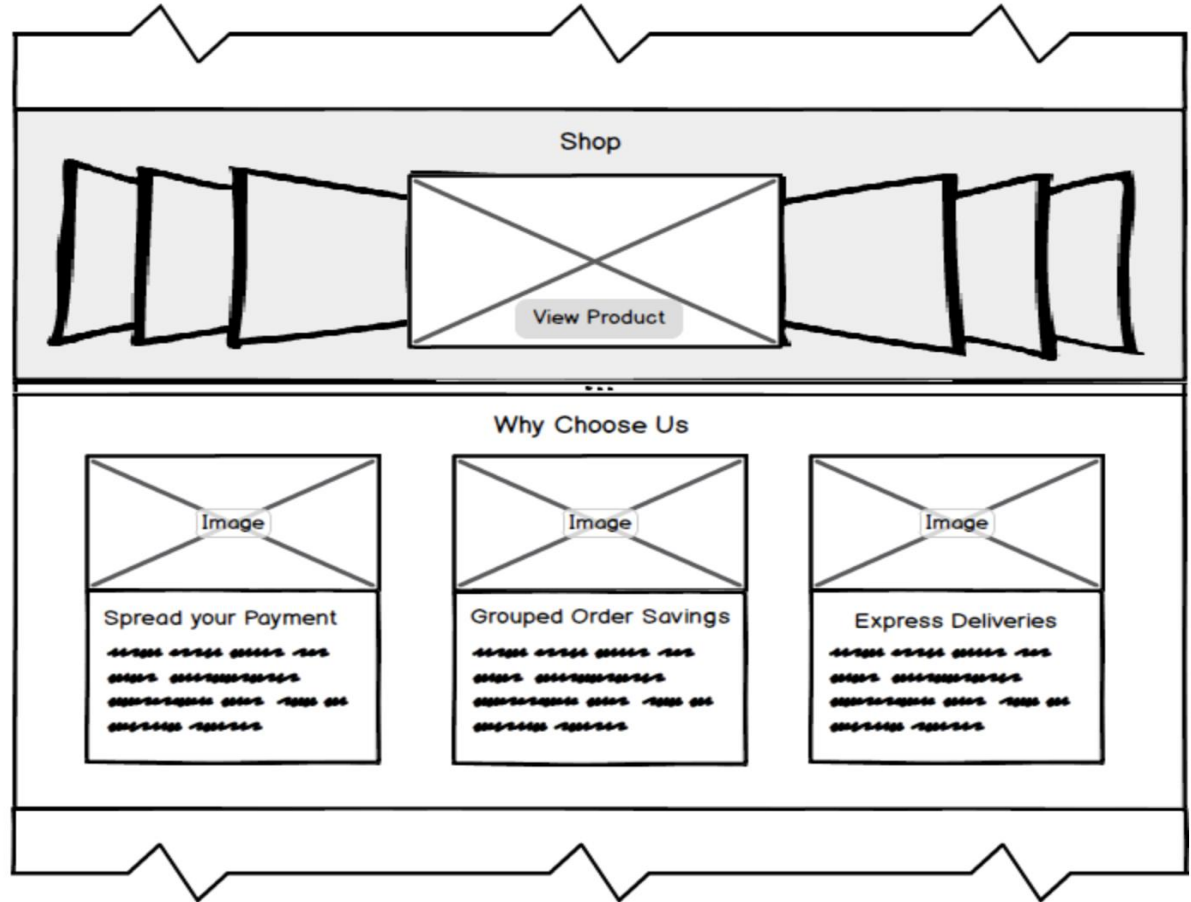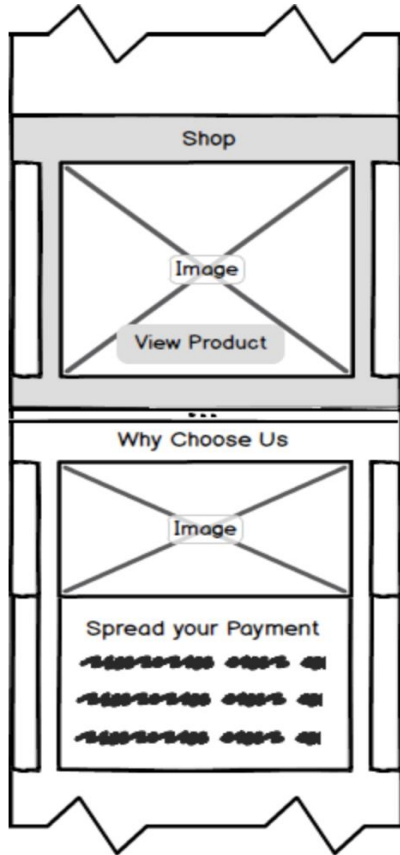**Mobile view:**

●●○○ ABC  01:36 PM

Logo

Spread the Cost of Your Heating Oil With Your Monthly Payment Plan

Start Now

Today best price
**42.3** ppl

Let us monitor prices for you
Set Alert

Get My Quote

💬 Feedback    💬 Live chat

**Desktop view:**

A Web Page

https://wwwboilerjuice.com

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Get a Quote ▾    Visit Shop ▾    Prices Charts ▾    How to Buy ▾    Blog    Contact    My Account

Today best price
**42.3** ppl

Let us monitor prices for you
Set Alert

Spread the Cost of Your Heating Oil With Your Monthly Payment Plan!  Start Now

Free & instant Quote
🔥 Litres
📍 Post code
✉ Email address
**Advenced >>**
Get My Quote

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Shop Sale

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# Home page Returning Visitor V4

# Home Page Shop Display

# Home Page Price Chart Display

# Home Page Reasons Display