

Beyond the Hook

Data-Driven research fueling
AllFreshSeafood's revenue surge

**This is a research project I did with
5 other teammates at UXTeam for
the client AllFreshSeaFood.**

uxteam

+



Team Collaboration

1 UX Researcher • 2 UX Designer • 1 Developer • 1 Project Manager

Duration

3 months

01

Problem Context

PROBLEM CONTEXT

To identify and tackle **the root causes of low subscription rates and engagement for their "Subscription Box"**. And eventually improve the signups and revenue.

PROBLEM CONTEXT

The "Subscription Box" is a curated delivery service offered by AllFreshSeafood, providing customers with a selection of fresh, high-quality seafood products.



PROBLEM CONTEXT

The "Subscription Box" is a curated delivery service offered by AllFreshSeafood, providing customers with a selection of fresh, high-quality seafood products.

Subscriptions launched: **6 months ago**

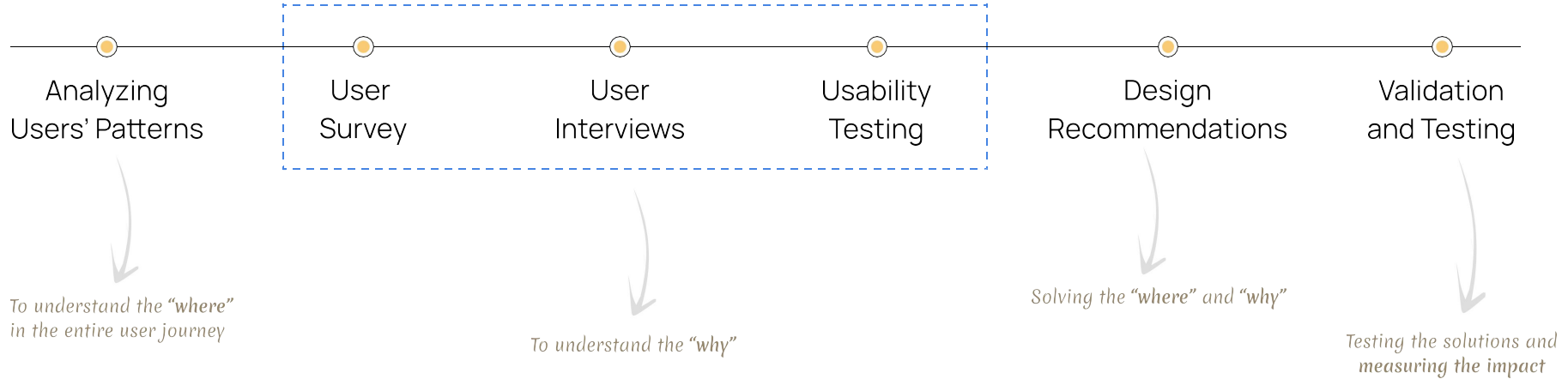
	Targeted	Actual
subscription sign-ups	5000	2000
retention rate	75%	40%



02

Research Approach

APPROACH



02

Understanding users' pattern

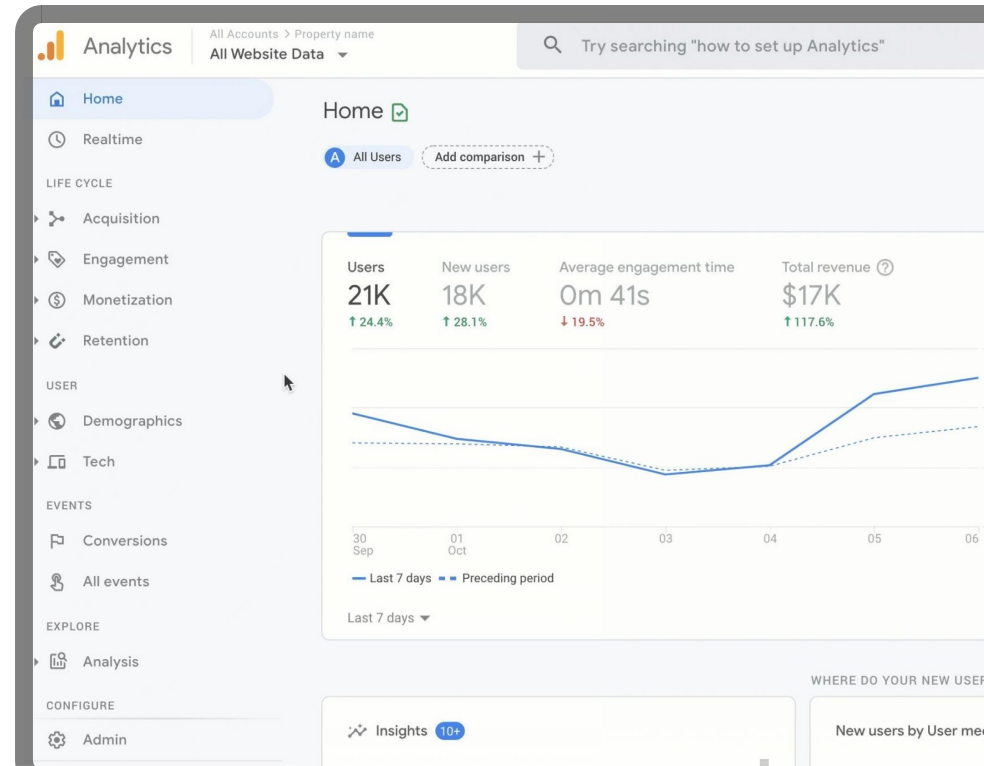
Website Traffic and Engagement Analysis

Objective:

To evaluate the overall traffic flow to the website, particularly focusing on how users engaged with the homepage and subscription pages.

Engagement Metrics:

Examined metrics such as click-through rates (CTR) from the homepage to the subscription page and user interactions with content related to the "Subscription Box."



Website Traffic and Engagement Analysis

50,000

visits per month

the homepage accounting for 60% of the initial landing pages.

15%

CTR from the homepage to the subscription page

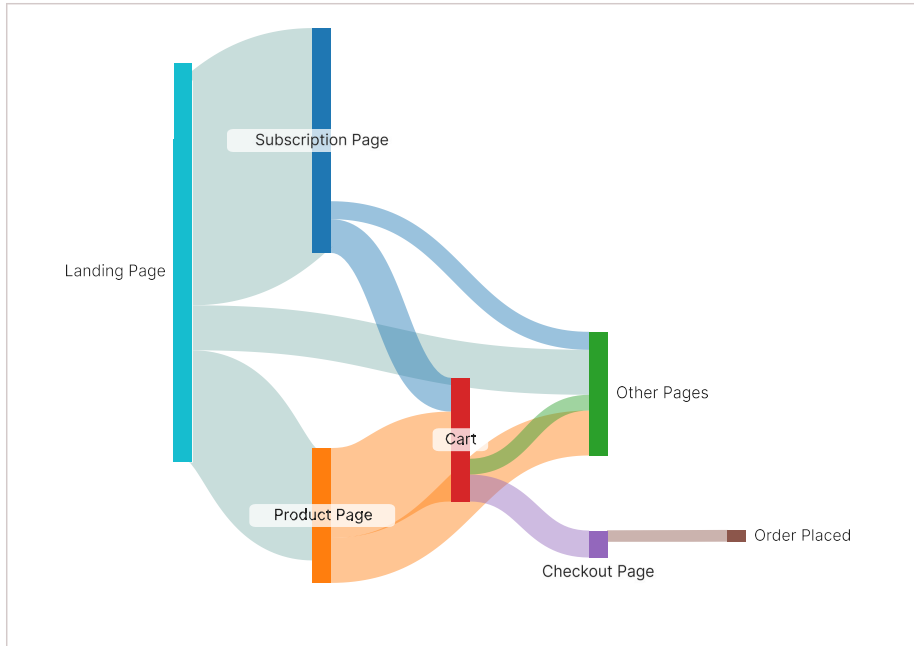
suggesting that **a significant portion of visitors did not navigate towards the subscription offering.**

2 minutes

average time spent on the subscription page

indicating that users who reached this page **showed interest but possibly encountered barriers to proceeding further.**

Subscription Conversion Funnel Analysis



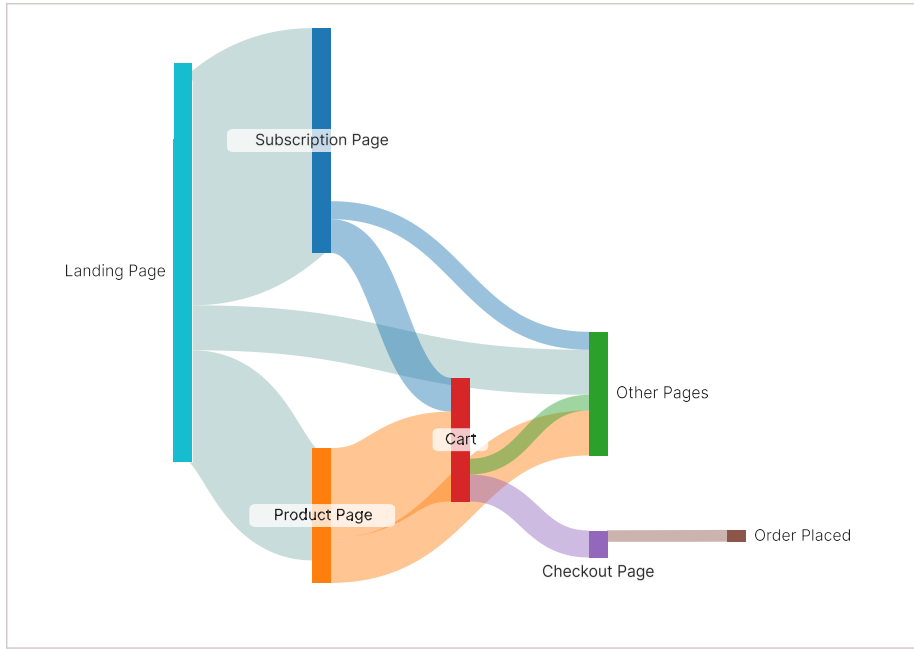
Objective:

To identify where in the subscription process users dropped off, indicating potential UX issues or concerns affecting their decision to complete the subscription.

Drop-off Analysis

Tracked the percentage of users who progressed through each stage of the funnel and those who exited without completing the process.

Subscription Conversion Funnel Analysis



Findings

- **Only 20% selected a subscription option**, highlighting a significant interest drop-off at the initial stage of engagement.
- **Only 10%** entering their personal and payment information.
- **A mere 5%** completed the subscription process.

Data analysis revealed key challenges for the "Subscription Box" service, including **low homepage-to-subscription page CTR** and **significant drop-offs early in the subscription process**, setting a foundation for further qualitative exploration to enhance user experience.

03

User Survey

User Survey

Objective:

Gather broad user feedback on their experiences, preferences, and barriers to subscribing to the "Subscription Box."

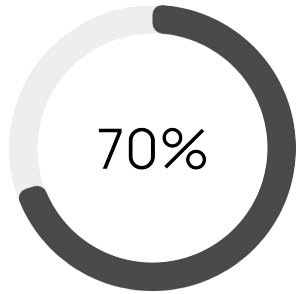
Survey Design:

A mix of closed and open-ended questions, about their seafood purchasing habits, preferences, reasons for not subscribing (if applicable), and suggestions for improvement.

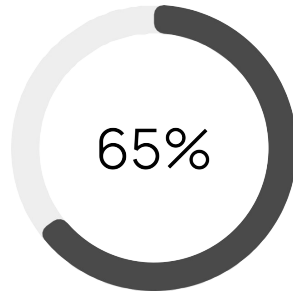
Distribution and Response:

The survey was sent via email to 2,000 users, with a completion incentive offered. A total of 550 responses were collected, giving a response rate of 27.5%.

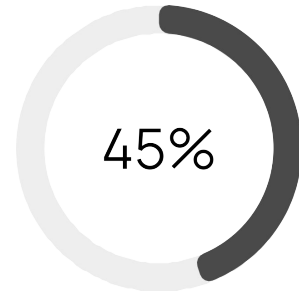
User Survey



respondents cited **doubts about the freshness and quality** of seafood



expressed **a desire for more customization options** in their subscription



users indicated **difficulty in navigating the homepage** to find the "Subscription Box" section,

This insights led us to conduct user interviews with a main objective of understanding the mental blocks and behavioral aspects

This insight led us to uncover the challenges from the usability point of view

04

User Interviews

User Interviews

Objective:

Dive deeper into individual experiences and perceptions to understand the nuanced reasons behind user behaviors and preferences.

Interview Format:

- **Semi-structured** interviews were conducted over Zoom,
- lasting approximately **45 minutes** each,
- questions designed to dive deeper into the survey responses

Recruitment Criteria

Total Participants: **14**

- **6 Explorers** who viewed but did not add subscriptions to their cart,
- **5 Considerers** who added to their cart but did not complete the purchase, &
- **3 Subscribers** who completed the subscription process.

User Interviews

- **Lack of Confidence**

Participants consistently mentioned the lack of confidence in the quality and freshness of online delivered seafood, and also highlighting the importance of the sensory experience in purchasing decisions.

- **Preferred freedom and a control for selecting the items**

Interviewees preferred freedom and a control for selecting the items with subscription, such as dietary-based selections and the inclusion of side dishes or seasonings tailored to the seafood.

- **Information Overload and Too many promotions**

Detailed feedback on the homepage revealed that users felt overwhelmed by the amount of information and promotions presented, often missing the subscription service altogether.

User Interviews

"I'd subscribe in a heartbeat if I could customize my order to fit my keto lifestyle. Right now, it's just too broad."

Customization Preferences

"The biggest turn-off for me? Not knowing if the fish is as fresh as I want. I want that confident to buy online!"

Lack of confidence

"I get lost with all the options on the homepage. I came for the subscription but got sidetracked by everything else."

Homepage Navigation

"Buying seafood online is a leap of faith without seeing it. I wish there was a way to virtually 'experience' the quality."

Sensory Experience Gap

05

Usability Testing

USABILITY TESTING

Objective:

Observe real users interacting with the AllFreshSeafood website to identify usability issues, with a particular focus on the subscription process.

Test Setup:

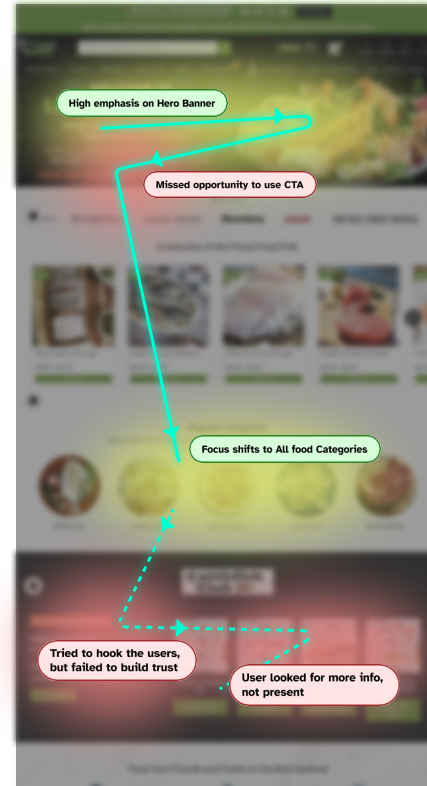
Conducted with new set of participants who had not completed the subscription process previously. Tasks were designed to cover finding the subscription service from the homepage, navigating through the subscription options

Observation and Recording:

Sessions were recorded with participants' consent, allowing for detailed post-session analysis.

USABILITY TESTING

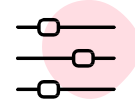
- Call to action is missing for the subscription feature.
- The important informations to guide the user to click on the subscription page were missing.
- The “Join Our program” section was not at all attractive and engaging. Lost the user engagement there



Research highlighted
key user challenges
around...



quality assurance



customization



trust and confidence



website usability

06

Design Recommendations

DESIGN RECOMMENDATIONS

1 Simplify the Subscription Process:

Streamline the steps required to subscribe, focusing on reducing complexity and removing unnecessary barriers.

2 Improve Information Clarity

Enhance the presentation of subscription terms, benefits, shipping information, shipping insurance etc.

3 Give Confidence to the users

Create sections which help the users to build confidence in our services and products. Give them assurance and clarity.

1

How to Join Our Loyalty Club

To join our loyalty program please follow these three simple steps

- Setup an Account**
Set up an account on our website! This is the same account used to place orders and join our loyalty/rewards club
- Join the Reward Club**
Login to our loyalty/rewards club program and join with your account
- Enjoy Affiliate Rewards**
Enjoy member savings and invite friends so you can enjoy affiliate rewards when they purchase

2

Order with Confidence

- Shipping Information**
Your order will arrive with the appropriate amount of dry Ice or gel packs in our Eco-Friendly sustainable cooler. Your products will be riding in high-style & arrive in pristine condition.
- Shipping Charges**
- Shipping Insurance**

3

Superior Insulation

Exceptional Cushioning

Use with gel or dry ice

- Freshness Guaranteed**
- Overnight Shipping**
- 48 Hours Refund Policy**
- 950+ Reviews**

07

Validation and Testing

A/B Testing

Objective:

To empirically test and measure the impact of design changes on user engagement, satisfaction, and subscription conversion rates

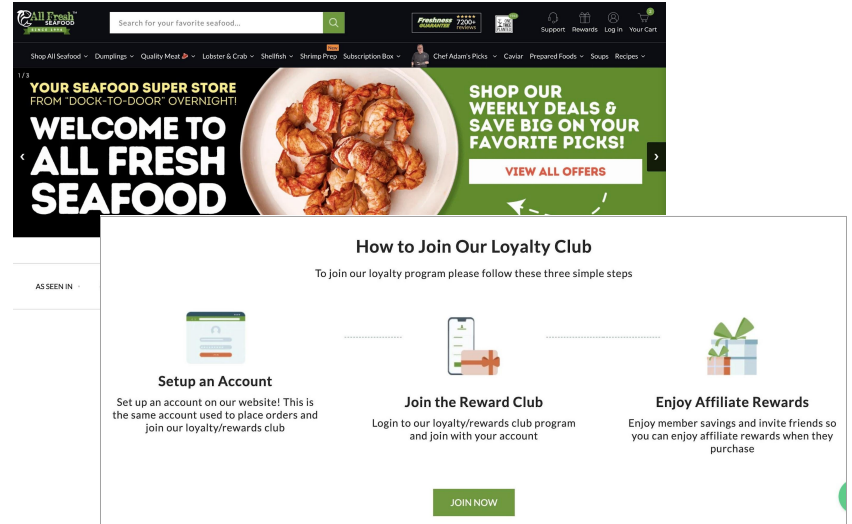
Key Metrics:

- **Conversion Rate:** The percentage of users who complete the subscription process.
- **User Satisfaction:** Measured through follow-up surveys and feedback forms on the test versions.
- **Engagement Metrics:** Time on site, pages per session, and bounce rate.

A/B Testing

Homepage

- Streamlining the homepage design and making the "Subscription Box" service more prominent will increase user engagement
- **A Version:** The original homepage layout with multiple promotions and a less prominent subscription service section.
- **B Version:** A redesigned homepage featuring a clear, prominent call-to-action for the "Subscription Box" and a simplified layout with fewer distractions.



A/B Testing

Quality Assurance Indicators

- Displaying quality assurance seals and transparent sourcing information on product pages will reduce quality concerns and increase subscription conversions.
- **A Version:** Product pages without quality assurance seals or detailed sourcing information.
- **B Version:** Product pages enhanced with visible quality seals, badges, and detailed information about the freshness and sourcing of the seafood.

 Best Seller |  70 Reviews

Freshness Guarantee:

- ✔ Made Fresh Daily in our New York Kitchen Facility
- ✔ Blast Frozen to lock in all the flavor!

Product Care:

- ✔ Can freeze up to 12 months for best results
- ✔ Keep in the freezer

A/B Testing

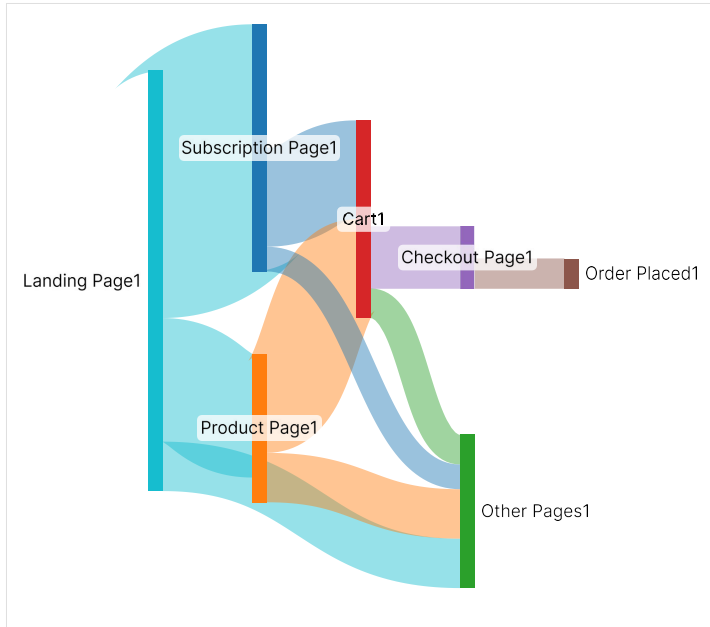
Phase 1: Homepage to Subscription Page		
Metric	Control Group	Treatment Group
Conversion Rate	30%	▲ 50%
Phase 2: Subscription Page to Add to Cart		
Metric	Control Group	Treatment Group
Conversion Rate	30%	▲ 45%
Phase 3 Checkout Process		
Metric	Control Group	Treatment Group
Conversion Rate	40%	▲ 42%

	A	B	C	D	E	F
1	UserID	Group	UserType	VisitedSubscriptionPage_TS	AddedToCart_TS	CompletedCheckout_TS
2	U1001	B	New	2021-03-15 8:45:30	2021-03-15 8:47:10	NA
3	U1002	B	Returning	2021-03-15 9:10:22	2021-03-15 9:12:45	2021-03-15 9:15:30
4	U1003	B	New	2021-03-15 10:05:12	NA	NA
5	U1004	A	Engaged	2021-03-15 11:20:55	2021-03-15 11:22:33	NA
6	U1005	B	Returning	2021-03-15 12:00:00	2021-03-15 12:02:15	2021-03-15 12:10:47
7	U1006	A	New	2021-03-16 8:30:25	NA	NA
8	U1007	A	Returning	2021-03-16 9:47:55	2021-03-16 9:50:05	NA
9	U1008	B	Engaged	2021-03-16 10:15:40	2021-03-16 10:18:29	2021-03-16 10:25:13
10	U1009	A	New	2021-03-16 11:02:10	2021-03-16 11:04:00	NA
11	U1010	A	Returning	2021-03-16 12:45:30	2021-03-16 12:48:15	2021-03-16 12:52:47
12	U1011	B	Engaged	2021-03-16 13:33:22	2021-03-16 13:35:50	2021-03-16 13:40:29
13	U1012	B	New	2021-03-16 14:07:58	NA	NA
14	U1013	A	Returning	2021-03-16 15:20:43	2021-03-16 15:23:19	NA
15	U1014	B	Engaged	2021-03-16 16:55:02	NA	NA
16	U1015	A	New	2021-03-16 17:40:27	2021-03-16 17:42:58	2021-03-16 17:50:15
17	U1016	B	Engaged	2021-03-17 8:20:15	2021-03-17 8:22:47	2021-03-17 8:30:00
18	U1017	A	Returning	2021-03-17 9:05:33	2021-03-17 9:08:19	NA
19	U1018	A	New	2021-03-17 10:42:58	NA	NA
20	U1019	B	New	2021-03-17 11:30:45	2021-03-17 11:33:10	NA
21	U1020	A	Engaged	2021-03-17 12:15:22	2021-03-17 12:17:35	2021-03-17 12:25:41
22	U1021	B	Returning	2021-03-17 13:48:56	2021-03-17 13:50:29	2021-03-17 13:55:13
23	U1022	A	New	2021-03-17 14:37:44	NA	NA
24	U1023	B	Engaged	2021-03-17 15:22:31	2021-03-17 15:25:07	2021-03-17 15:30:52
25	U1024	A	Returning	2021-03-17 16:05:49	2021-03-17 16:08:11	NA
26	U1025	B	New	2021-03-17 17:50:03	NA	NA
27	U1026	A	Engaged	2021-03-18 8:10:27	2021-03-18 8:13:59	2021-03-18 8:21:45

08

Impact

Let's talk about impact on business



▲ **20%**

Subscription Sign-Ups

The overall increase in the conversion funnel led to a 20% rise in monthly subscription sign-ups, directly boosting recurring revenue.

▼ **25%**

Drop-Off Rate


By addressing common points of confusion and simplifying the subscription terms, drop-off rates decreased by 25%.

Let's talk about impact on business



4.8 / 5


7200+ reviews

 James G.
Verified Buyer

★★★★★ **Great Added Service**

Shipping insurance provides a high level of confidence that ordered items will arrive completely usable when received.


Product Reviewed: Shipping Insurance

 marcy L.
Verified Buyer

★★★★★ **Excellent service, so simple so**

Excellent service, so simple so reliable... Thank you !!

Store Owner
Dear Marcy, Thank you so much for giving your experience with us 5 stars. You made our day! Looking forward to your next orders. All the best, Gladys

 Christophe...
Verified Buyer

★★★★★ **Great quality, Will be ordering**

Great quality. Will be ordering from them again.

Store Owner
Dear Christopher, Thank you for the 5-star review! We're here to serve you anytime. Looking forward to your next orders. All the best, Gladys

Thank You