

CasaOne Homepage Redesign

(for individuals)

Why

- The CasaOne home page had remained largely the same since inception, except for a few panels that kept changing
- We say high bounce rates
- We had recently started a personalisation effort on the website, this redesign was also part of that effort
- We also kept getting a lot of questions centred around a few key themes

Process

1. Context building
 - User interviews
 - Chatbox request analysis
 - Google Analytics demographic segmentation
 - Popular categories / items analysis
2. Goals / Problem definition
3. Mockups
4. Visual designs

1. Context building

Interview insights



PowerBI insights - What is popular among the major cities?

SF			LA			NYC		
Subcategory	Added to Wishlist	Conversion Ratio	Subcategory	Added to Wishlist	Conversion Ratio	Subcategory	Added to Wishlist	Conversion Ratio
Beds	173	6.36%	Chairs	376	4.52%	Chairs	555	4.68%
Sectional Sofas	154	5.84%	Sofas & Couches	291	5.15%	Sofas & Couches	488	4.51%
Nightstands & Side Tables	128	3.91%	Beds	212	8.02%	Beds	449	6.46%
Dining Tables	124	9.68%	Coffee Tables	180	6.67%	Coffee Tables	224	6.25%
Side & End Tables	112	11.61%	Dining Chairs	141	3.55%	Nightstands & Side Tables	201	8.46%
Table Lamps	106	10.38%	Nightstands & Side Tables	136	12.50%	Sectional Sofas	196	6.63%
Floor Lamps	96	7.29%	Table Lamps	125	4.80%	Table Lamps	196	7.14%
Rugs	85	16.47%	Dining Tables	108	9.26%	Side & End Tables	174	8.62%
TV & Media Units	64	6.25%	Floor Lamps	107	5.61%	Floor Lamps	166	7.83%
Desks	62	8.06%	Sectional Sofas	99	7.07%	Dining Chairs	146	6.16%
Barstools	53	11.32%	Side & End Tables	84	3.57%	Rugs	135	12.59%
Consoles	49	16.33%	TV & Media Units	69	11.59%	Mattresses	126	13.49%
Mattresses	49	6.12%	Barstools	62	9.68%	Dining Tables	124	12.90%
Ottomans & Stools	48	8.33%	Desks	61	9.84%	Dressers	102	12.75%
Sofas	37	13.49%	Mattresses	52	17.31%	TV & Media Units	89	11.24%
Total	2978	7.42%	Ottomans & Stools	57	5.77%	Ottomans & Stools	81	1.23%
			Total	2687	6.44%	Total	4311	7.54%

Chat transcripts - top query categories

Rental term
RTO
Delivery info
How it works

Hotjar observations

Starts exploring furniture from the navbar first - 6 (4 look for packages, 1 looks sofa, 1. looks at living room)

clicks on design ideas, but bounces eventually - 2

scrolls up / down and clicks on FAQs

Mobile

Hotjar / analytics insights

Mobile landing pages have lesser session times

Users scroll to find furniture subcats and jump straight into product listings

Majority of the people stop to look at the first fold (express cards)

Mobile screens are typically very small, and chatbox interferes with content

2. Goals

Goals

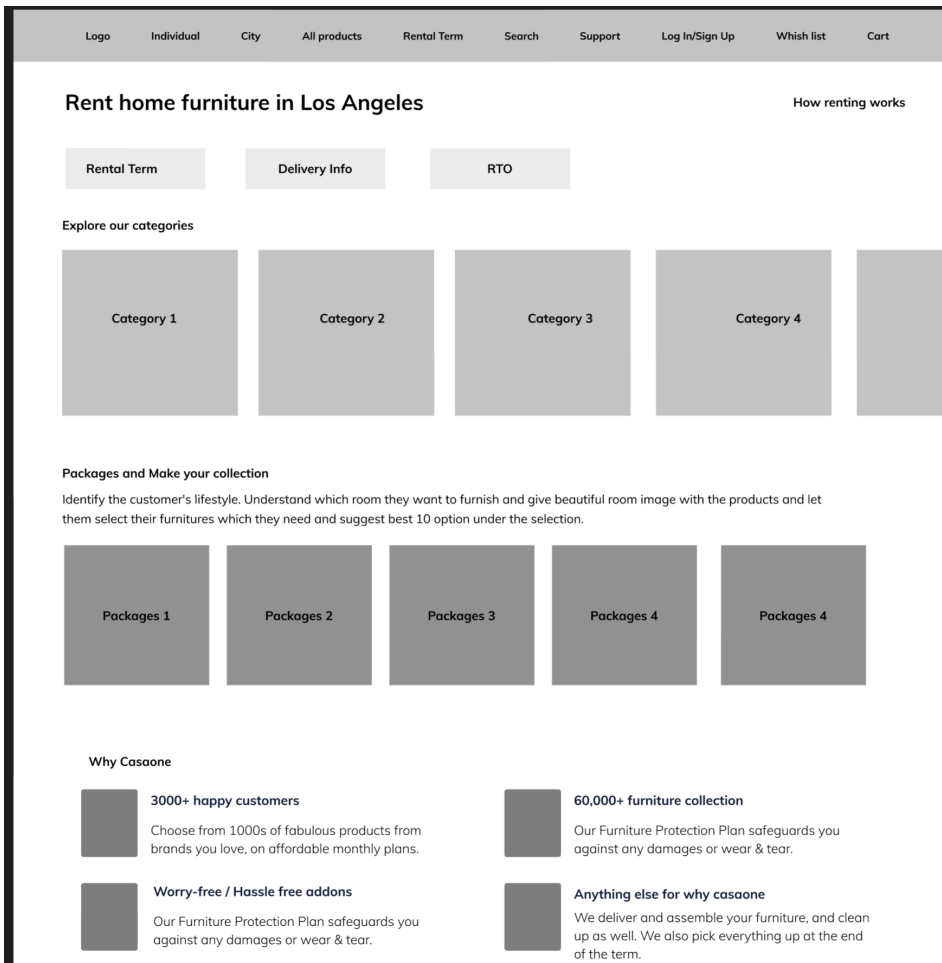
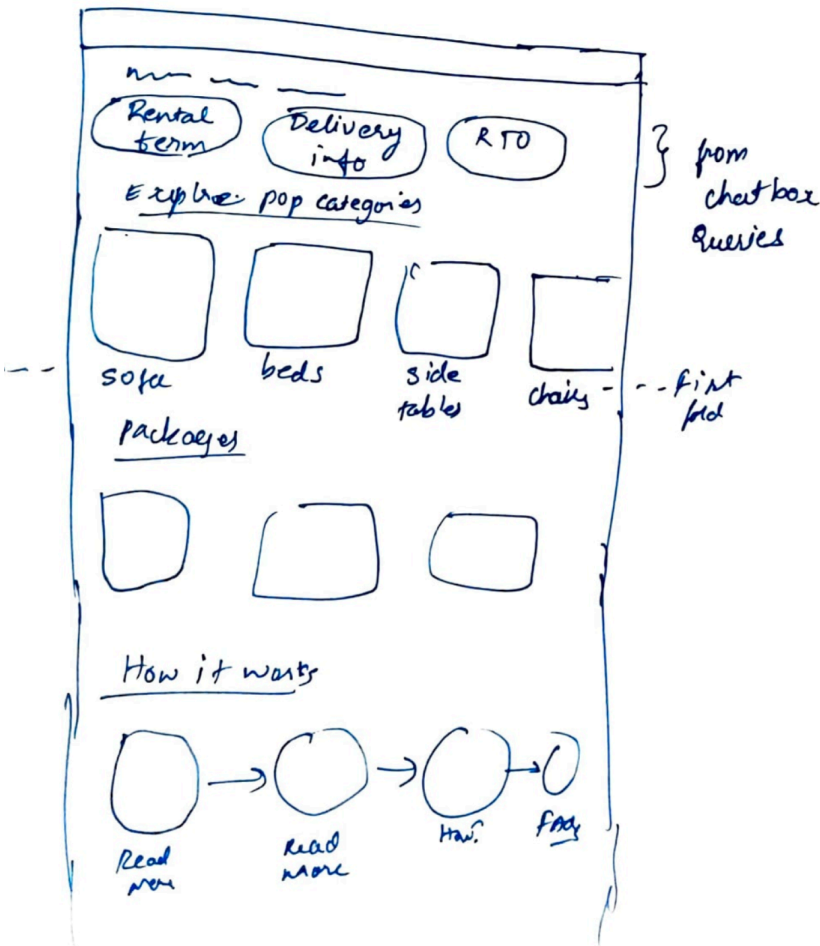
Inform key concerns

Get users to jump to exploration

Inform convenience / novelty features / new features

Build trust - why casaone / why trust casaone?

3. Mockups



4. Visual Designs

- 1) Previous Desktop design
- 2) New desktop redesign

- 3) Old mobile
- 4) New mobile redesign

5. Results

- 1) Less scrolling on mobile landing page (users discover categories immediately)
- 2) Reduced bounce rate overall (~17% to ~12%)