



CUSTOMER PROFILE

Headquarters: Venlo, Netherlands

Founded: 1995

Industry: Printing and design

URL: vistaprint.com



THE GOAL

Determine why a newly redesigned page on the Vistaprint website was performing far worse than the original page.



THE RESULT

Through feedback from real users, Vistaprint was able to understand why consumers weren't engaging with the new page and fixed the issues.

Vistaprint turns to UserTesting to understand vexing usability issue

Design and printing company tests important new ecommerce page to figure out why consumers are clicking through less and exiting more.

UserTesting services used by Vistaprint

- Desktop user testing

Vistaprint's Challenge

Vistaprint thought they had done everything right in redesigning their important [All Products page](#).

The revamped offering was much more engaging and visually appealing than the earlier version, replacing a long, bland list of text with high-quality images showing the company's products.

The problem was that consumers were far from smitten with the new page.

Web analytics revealed that the fresh design had increased the page's exit rate by 16% *and* led to a 68% jump in the use of navigation links rather than links on the page. Moreover, on mobile phones the image-heavy page had a lower click-through rate than the previous text-based list.

Vistaprint knew there were major UX issues with the page, but it wasn't clear exactly what the problems were. *Why were consumers having such a hard time?*

The Solution

Vistaprint was already very familiar with the UserTesting platform, having used the service to augment their in-person and remote tests in the past.

As Matthew DiGirolamo, Sr. UX Research Specialist at Vistaprint, put it: "If we have either completely open-ended questions about a product, or very pointed questions, we'll turn to UserTesting."

In this case, Vistaprint gave UserTesting panelists highly specific prompts for the All Products page, keeping feedback focused on what wasn't working.

As Vistaprint's team watched the UserTesting videos, the core issue became clear: While the new design was much prettier, it was also much less functional. The new page was harder for consumers to skim quickly, and the two-step process of clicking to reveal product details required more work.

With this feedback in hand, the team revisited the page and developed a new design. The pictures were replaced with text, and engagement levels returned to normal. Sometimes, it turns out, simple is better.



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Matthew DiGirolamo | Sr. UX Research Specialist at Vistaprint

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