



Headquarters: Venlo, Netherlands  
 Founded: 1995  
 Industry: B2B retail / ecommerce

### The challenge

A webpage redesign resulted in 16% spike in page exits

### The solution

Turned to UserTesting, with a focus on securing feedback about usability of the updated page

### The outcome

Identified challenges in navigating through content. Following a subsequent redesign, engagement figures returned to pre-update levels.

## Vistaprint averts disaster, discovering source of 16% spike in page exits

Balances aesthetics with usability to ensure ongoing customer satisfaction

### The challenge

Founded more than 20 years ago, Vistaprint prides itself on empowering millions of small business owners by giving them access to the same high-quality, custom-printed marketing products typically only available to larger enterprises.

They embarked on a redesign of their “All Products” page to better serve their customers. What had previously displayed a long list of text alongside pictures of the corresponding product was updated to be more visually appealing.

However, web analytics revealed that the updated design resulted in a 16 percent increase to the page’s exit rate and also led to a 68 percent spike 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.

### The solution

Vistaprint was already very familiar with UserTesting, having used the platform to augment their in-person and remote tests in the past. For this project, they decided to have study participants focus on the specific problem at hand, giving them prompts as they navigated this newly launched portion of the website.

## Vistaprint identified and remedied the page issues that originally resulted in a 16% spike in page exits when first introduced

### The outcome

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

With the challenges identified, the team revisited the page and developed a new design. Once the pictures were replaced with text, engagement returned to pre-update levels.

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### About Vistaprint

Vistaprint, a Cimpress company, empowers millions of business owners worldwide to market themselves professionally. Our wide range of quality products and affordable prices, along with design tools suited to every skill level and need, mean everyone can create the customized materials they need to get their message across. Learn more at [www.vistaprint.com](http://www.vistaprint.com).



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#### ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the world's top 100 brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit [www.usertesting.com](http://www.usertesting.com)