



Conversion Research Report

LifeStraw[®] 
by VESTERGAARD

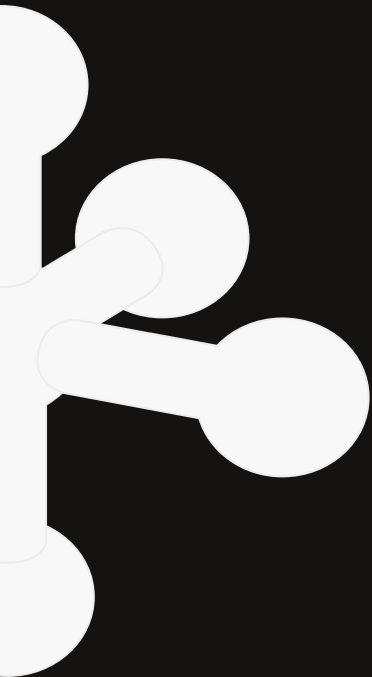
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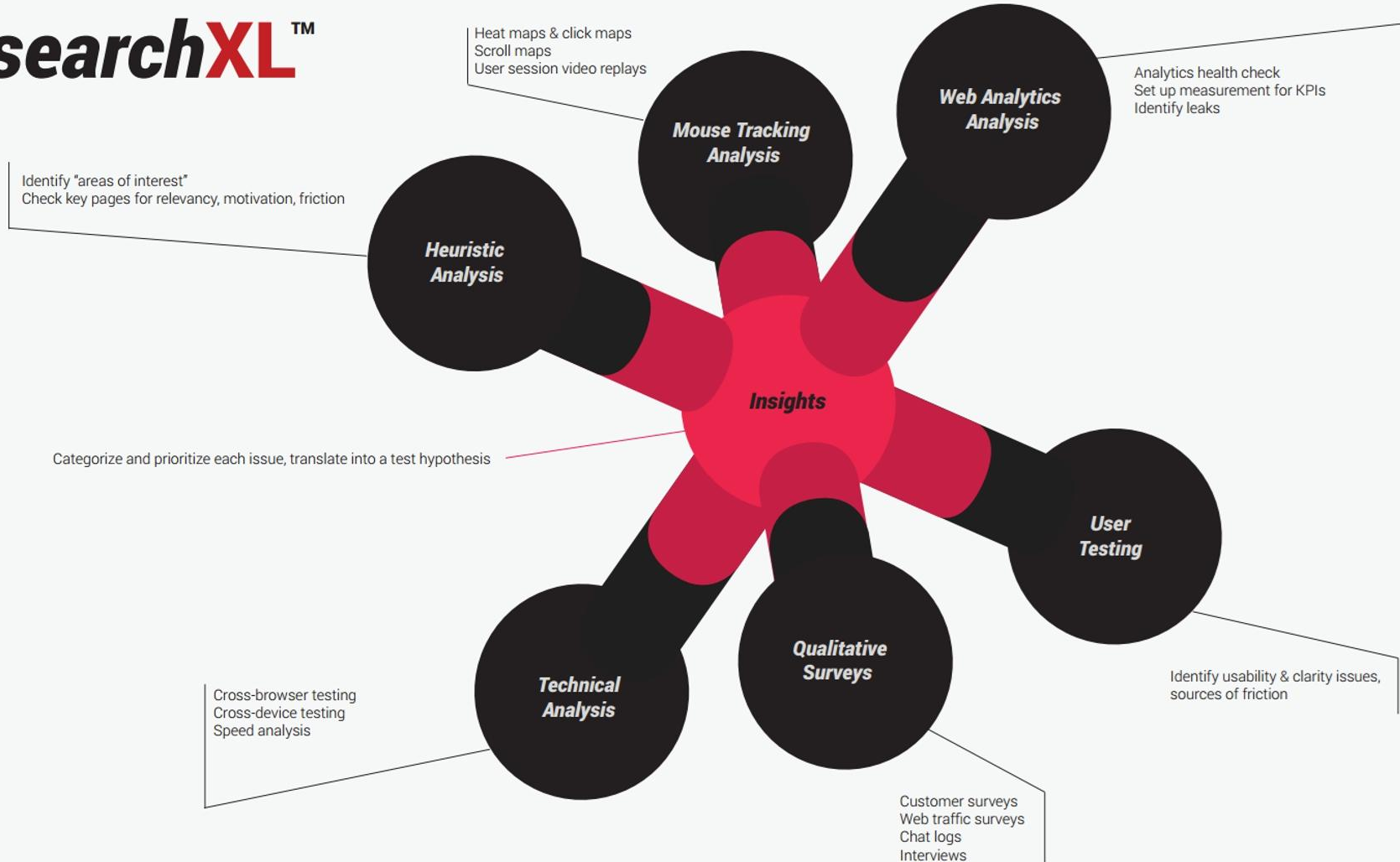
Executive Summary

ResearchXL is a comprehensive research framework that provides a good balance between agility and thoroughness. It includes a multitude of qualitative and quantitative analysis methods to extract the most value out of all data sources. In this case the research methods used were: Heuristic analysis, Google analytics audit, Heatmap, and Exit poll analysis, user testing, and Customer surveys.

By systematically addressing the shortcomings and validating the improvements with A/B tests, we will help you create a site that provides superior user experience and communicates the value that your brand carries. This will translate into more sales and improved customer feedback.



Our Approach



Web Analytics Analysis

We made sure that everything that needs to be tracked is being tracked properly and that your Google Analytics is set up correctly. This is critical for measuring our success.

Heuristic Analysis

We analyzed all the critical aspects (value proposition, clarity, friction, distraction etc) of each of your key pages (home page, form pages, high traffic pages).

Technical Analysis

We investigated various reports that illuminate leaks in your funnel throughout each aspect of the user journey (conversion rates per browser, per device etc).

User Testing

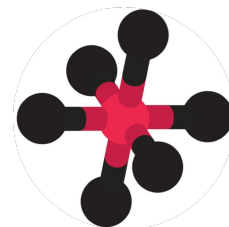
We conducted usability tests to identify friction as well as difficult behavior patterns.

Mousetracking Analysis

We looked at mouse tracking data to determine what gets noticed and what doesn't, where people click, how far down they scroll and so on. We also watched session replays from to understand how your visitors interact with your website; great source for discovering possible usability issues.

Qualitative Surveys

We coded exit poll responses on key pages of your website and surveyed your recent post-purchase customers to understand the difference between the people who buy and don't buy.



Issue Classification

Test



If there is an obvious opportunity to shift behavior, expose insight, or increase conversion. If you have traffic and leakage, this is the bucket for that issue as well.

Investigate



You need to do some testing with particular devices or need more information to triangulate a problem you've spotted. If an item is in this bucket, you need to ask questions or do further investigation.

You will see these symbols throughout the presentation denoting the action item correlated to the illuminated issue.

Instrument



If an issue is placed into this bucket, it means we need to beef up the analytics reporting. This can involve fixing, adding, or improving tag or event handling on the analytics configuration. We instrument both structurally and for insight into the pain points we've found.

Hypothesize

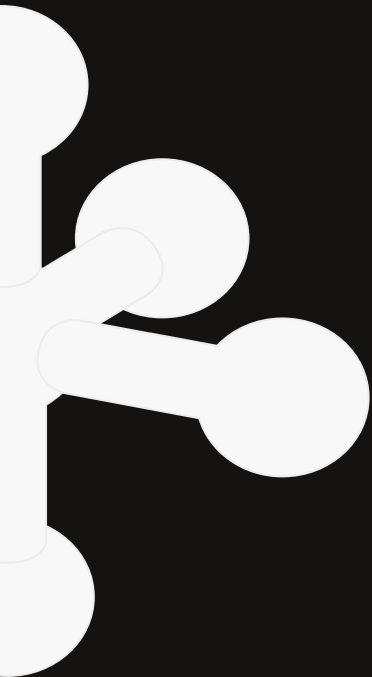


This is where we've found a page, widget, or process that's not working well but we don't see a clear single solution. Since we need to really shift behavior at this crux point, we'll brainstorm hypotheses. Driven by evidence and data, we'll create test plans to find answers to the questions and move the conversion or KPI figures in the desired direction.

Just Do It



JDI is a bucket for issues where a fix is easy to identify or the change is a no-brainer. Items marked with this flag can either be deployed in a batch or as part of a controlled test. Items here require low effort or are micro-opportunities to increase conversion and should be fixed.



Exit Poll

Exit Poll

What is holding you back from making a purchase today?

212 responses

What is holding you back from making a purchase today?			
Total			212
Category	Sub-Category	Number	% of total
Cost-Related		92	43%
	Too expensive/cant afford	77	36%
	Want promo code/discount	5	2%
	Want bulk/multiple quantity discount	5	2%
	Shipping cost questions/concerns	3	1%
	Others	2	1%
Filter-Related		47	22%
	General filter question	18	8%
	More info on what/how much each product filters out	12	6%
	Product does not filter the elements I want removed	6	3%
	Don't want to have to change out the filters so often	4	2%
	How much do filters cost?	4	2%
	Others	3	1%
Research & Browsing		15	7%
	Not ready yet/just browsing	6	3%
	Doing more research before purchase	6	3%
	Unsure which product is right for me	3	1%
Just bought one/aready have one		5	2%
Want the system in a glass bottle/don't like plastic		4	2%
Unsure the product is effective		3	1%
All others		45	21%

Singular responses can be found at length in the appendix

Exit Poll

What is holding you back from making a purchase today?

212 responses

The majority of users are **cost-focused** which is not atypical for an e-commerce store. Most of the cost-related responses spoke to the respondents not being able to afford the product at this time:

“I just don't have that kind of cash, I would have to save for 3 months to buy one. which is what I will do. The price is reasonable I just don't have enough money after expenses to purchase at this time”

A few requested bulk discounts and some even inquired whether or not getting a logo printed on the bottle was an option:

“Do you offer bulk pricing? Do you have the ability to add a hospital logo to items?”

Aside from price, we saw a significant amount of responses asking for more information regarding the **filters** (ex. whether they are included, how often they should be changed, what elements and contaminants each filter is able to remove, etc.) This indicates there may be an **issue** with how your **product information is currently communicated** and showcased in the site's navigation and product detail pages.

“Does the Lifestraw come with a filter? How long does it last?”

“1) Does it remove fluoride? 2) Am conflicted that R/O water takes out fluoride but also minerals...”

"Apologies as it is not quite clear to me, does the \$54.95 White option include all the filters?"

"It does not remove the limestone from hard water."

"Does it need to be refrigerated? Can it stay at room temp without the water going bad?"

"Am I able to purchase just the 5 liter gravity bag that comes with your Lifestraw Mission water filter system?"

"How do you know when you need to replace the filter?"

"I have a family unit and a straw, We are having some questionable water in our area and was wondering about chemical filtration as they have? Also shocked the water has a lot of chlorine etc."

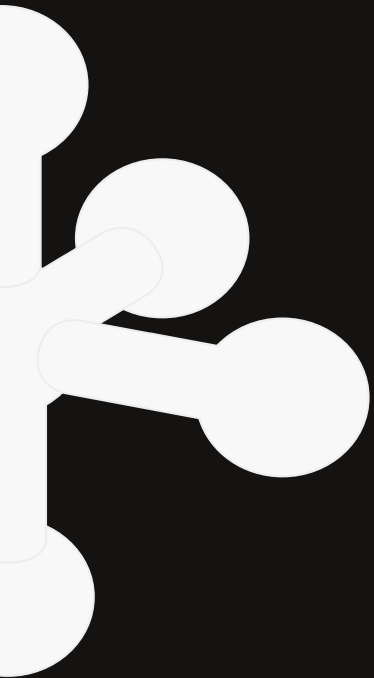
"Why would I need these components? Please explain how long the product works."

"All the things it doesn't remove and the fact I drink about a gallon a day and the filters cost way too much!"

"Currently researching best products for personal use."

"I don't want any plastic bottles....The same system in a glass bottle would be awesome. I think more of us would buy it too."

"I need a clear see through no color bottle and you don't seem to have that."



User Testing

User Testing

Targeting Constraints

Screener: Have you ever purchased a water filtration product?

Mobile (5)



Age 24 - 60

All genders

Ann. Income: \$25k+

USA

Desktop (5)



Age 24 - 60

High school graduate +

Ann. Income: \$25k+

USA

Tasks

You decided you want to buy a water filtration product.

1. Take 10-15 seconds to peruse Lifestraw's site. What are your first impressions?
2. Find out what sets Lifestraw apart from other water filtration products and manufacturers.
3. Find out how Lifestraw's products work.
4. Find a water filtration product that reduces chemicals. Add it to your cart.
5. Find the replacement filter that pairs with the product you chose. Add it to your cart.
6. Check out using the following credit card details: Credit card number: 4111-1111-1111-1111 . Expiration date: 12/19. CVV: 321. Once you are done, you will get an error message because the credit card number is not valid.
7. Was there any information that you would have liked to have known, but could not find on the site?

User Testing | Benefits

Humanitarian Work and Charity

Many of the users noted and were impressed by your company's humanitarian efforts, especially the fact that you've provided clean drinking water to over 1 million children. A few users also favorably noted the donation option on the cart page.

"For every product you buy, a child gets clean drinking water. Nice that your money goes further."

"Powerful weapon against african diseases...niice"

Portable Technology

Users found the portability of your product, as well as the science behind the filtration process, very compelling and attractive. The general consensus was that a Lifestraw product would be an asset for outdoor activities or in the event of an emergency.

"...pretty advanced stuff. it appears very transparent. cutting-edge, and eco-friendly."

"This is something people need to have in their emergency preparedness kits" (user had been through two major hurricanes)

User Testing | Opportunities

Clarity in Technology

One user remarked that they did not clearly understand the technical details of your products. Terms like “hollow fiber membrane” did not register with them. A couple users remarked that the illustration on the How it Works page did help explain the functionality, despite not comprehending the technological terms.

"Hollow fiber membrane...I don't know what that means"

About You & USP

Note that we may have primed users to hunt for this information with our second task. However, 30% of users failed to find what sets you apart quickly and why you as a brand matter compared to anyone else. **Call out your unique benefits and who you are (personality flare) so that users don't have to think about this; it just sticks.**

"I'm not seeing what makes them different."

User Testing | Issues

Checkout CTAs

Half the users on all devices were confused by the “express checkout” options at the top of the checkout. Many initially thought PayPal and Google Pay were the only payment options.

The screenshot displays the checkout interface for LifeStraw Water Filters & Purifiers. The page is divided into two main sections: the left side for user information and the right side for order summary.

Express checkout

At the top of the checkout process, there are two prominent buttons for "Express checkout": a yellow "PayPal" button and a black "Google Pay" button. Below the PayPal button is a link that says "Use your account".

Contact information

Below the express checkout options, there is a section for "Contact information". It includes a text input field for "Email" and a checkbox labeled "Keep me up to date on news and exclusive offers". A link "Already have an account? Log in" is also present.

Shipping address

The "Shipping address" section contains several input fields: "First name", "Last name", "Company (optional)", and "Address".

Order Summary (Right Side)

The right side of the page shows the order summary. It includes a "LifeStraw Family" logo with a notification badge, a "Discount code" input field with an "Apply" button, and a table of charges:

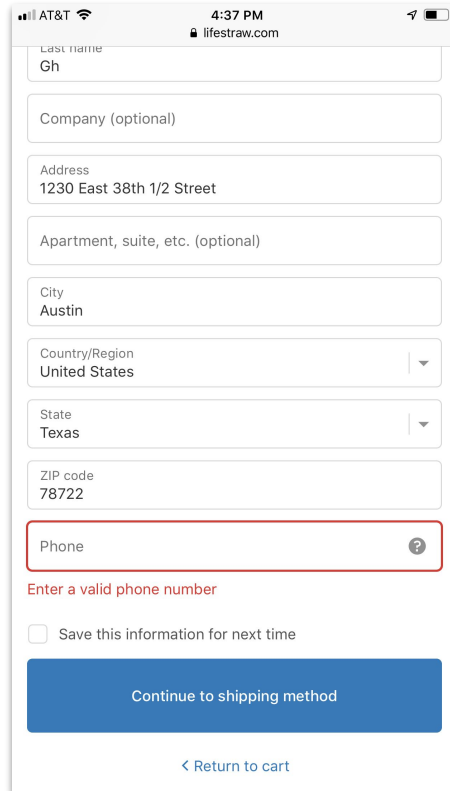
Subtotal	\$69.09
Shipping	Calculated at next step
Total	USD \$69.09

User Testing | Issues

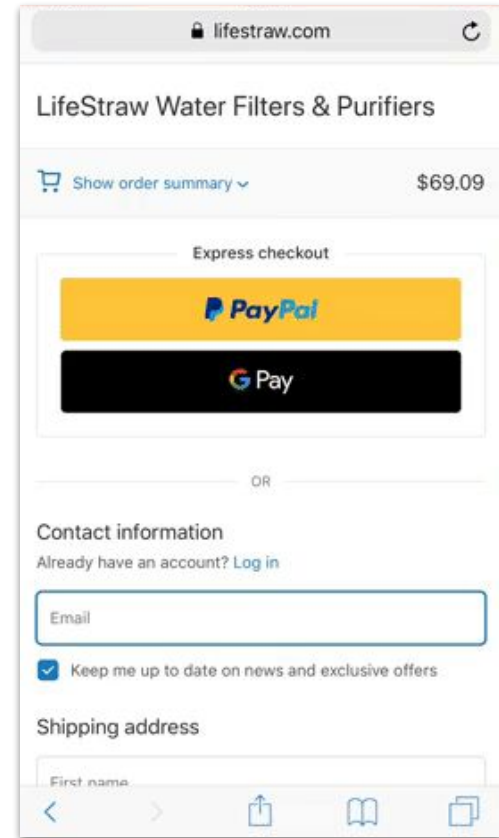
Mobile Checkout Form

Most mobile users tried to bypass entering their email and phone number.

"Not sure why you need my phone number. So annoying."



A mobile checkout form for LifeStraw. The form is displayed on a screen with a status bar at the top showing 'AT&T', signal strength, 4:37 PM, and battery level. The form fields are: 'Last name' (Gh), 'Company (optional)', 'Address' (1230 East 38th 1/2 Street), 'Apartment, suite, etc. (optional)', 'City' (Austin), 'Country/Region' (United States), 'State' (Texas), and 'ZIP code' (78722). The 'Phone' field is highlighted with a red border and contains a question mark icon. Below the phone field is the text 'Enter a valid phone number'. There is a checkbox for 'Save this information for next time' and a blue button labeled 'Continue to shipping method'. At the bottom is a link '< Return to cart'.

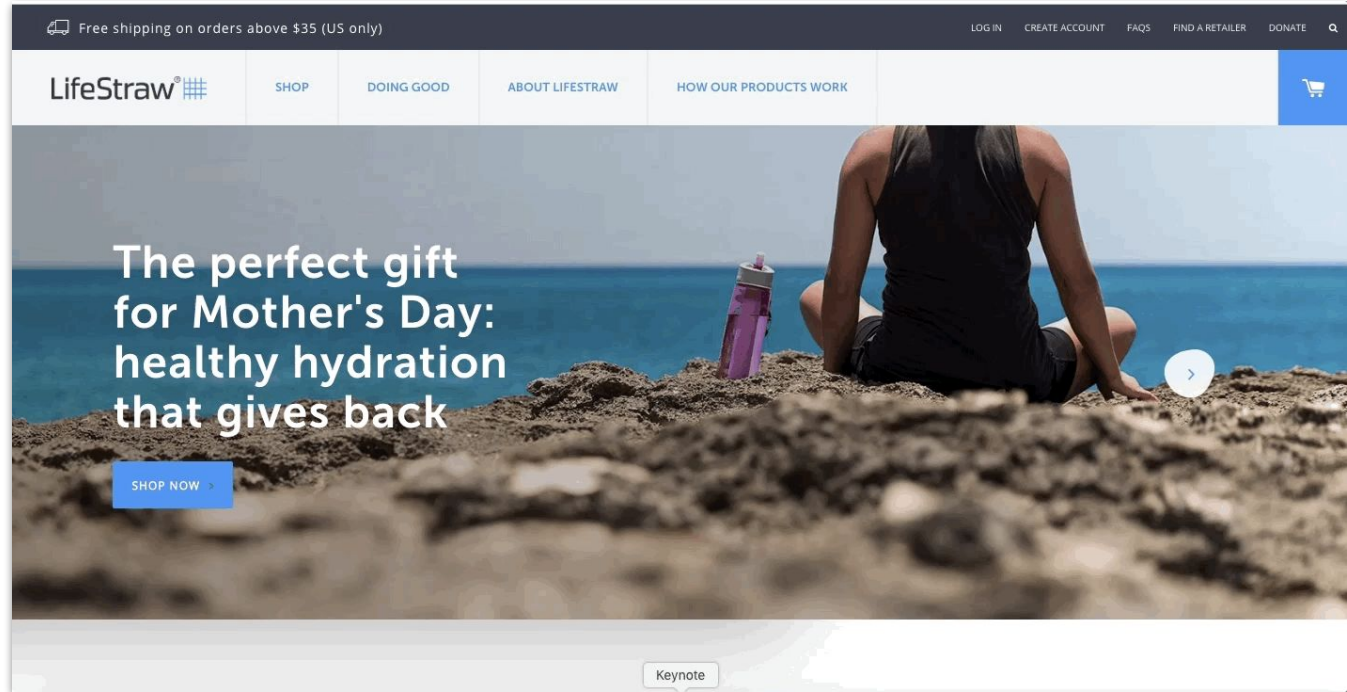


A mobile checkout form for LifeStraw. The form is displayed on a screen with a status bar at the top showing 'lifestraw.com' and a refresh icon. The form fields are: 'LifeStraw Water Filters & Purifiers', 'Show order summary' (with a shopping cart icon) and '\$69.09', 'Express checkout' (with 'PayPal' and 'G Pay' buttons), 'Contact information' (with 'Email' field and 'Keep me up to date on news and exclusive offers' checkbox), and 'Shipping address' (with 'First name' field). The bottom of the screen shows navigation icons: back, forward, home, search, and a list icon.

User Testing | Issues

Desktop Navigation Menu

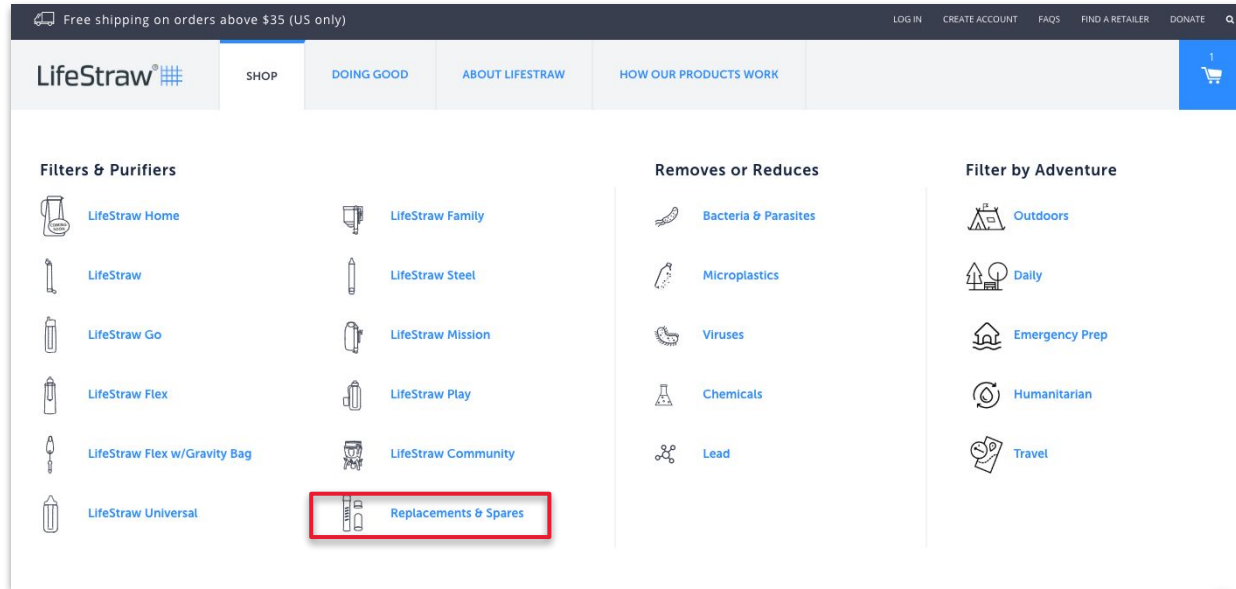
User tester expressed frustration with the menu that extends across the length and width of the entire desktop screen. Found it difficult to close the menu to continue browsing.



User Testing | Issues

Replacement Filters

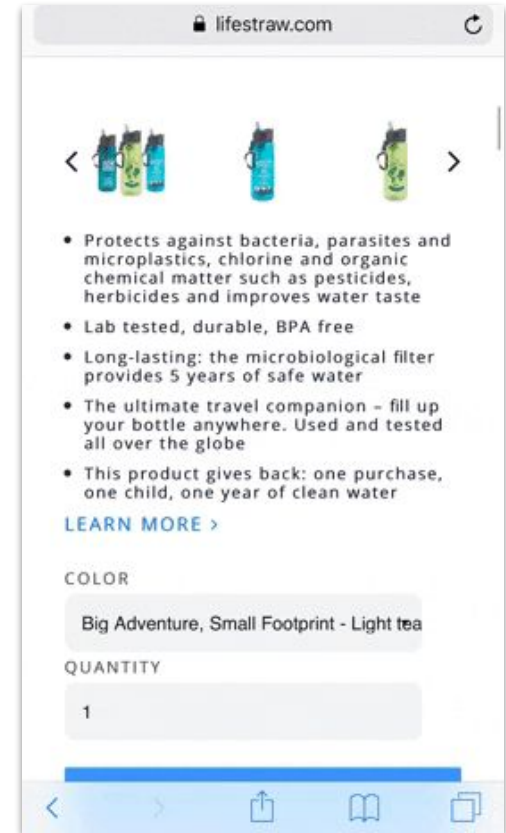
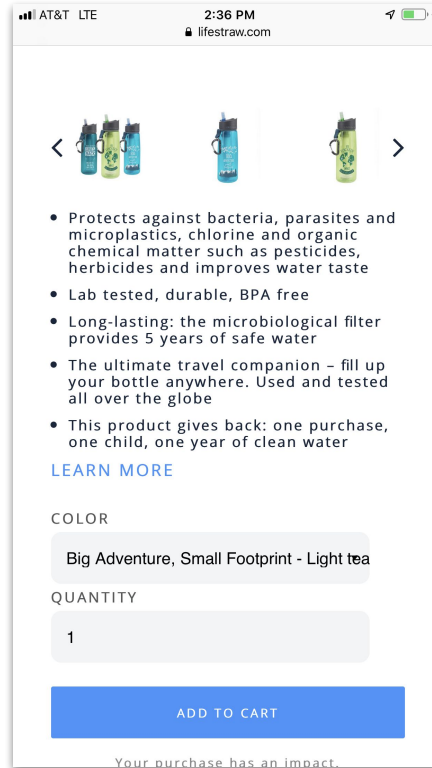
A couple user testers were unable to find the replacement filters entirely. The filter menu option on the desktop navigation menu was also missed by users who went to search for it. Either the label copy or the placement (or both) failed to register with the testers.

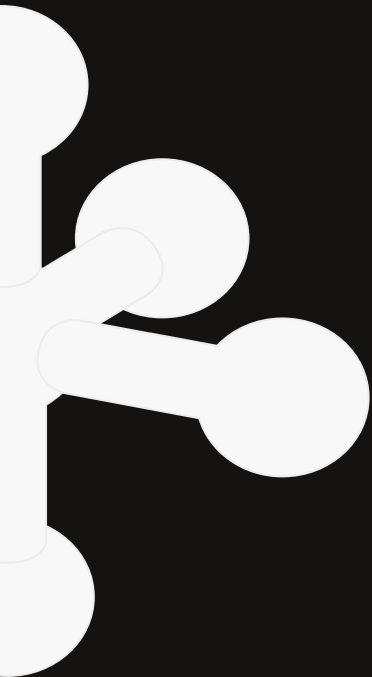


User Testing | Issues

Replacement Filters - PDP.

Nearly all users had to revisit the product detail page of the item they chose, expecting to see more information regarding compatible filters, or the filters themselves as an upsell. They were not able to find this information on the product detail page (on both devices). “Learn More” CTA directs to user reviews, not more product information.





Customer Survey

Customer Survey

155 responses

1) What made you want to purchase a water filtration product?

- Afraid my water isn't clean enough/I want cleaner water 22%
- Traveller/travelling abroad 20%
- For outdoor activities (hiking, etc) 17%
- Emergency prep 17%
- Saw/read a story featuring Lifestraw on the news 10%
- Lifestraw's altruism/reputation 4%
- Experienced or fear a natural disaster 4%
- Gift for someone 4%
- Cutting down on plastic waste 3%
- Portability 3%
- Quality 2%
- Others 11%

Voice of the Customer

- *To have for remote camping and emergencies. Also the fact that it's easy to transport.*
- *Recently, there was a story of a couple hiking in California lost for several days. they credited using their Lifestraw. I have a child that is a Boy Scout. He has been asking for this item, and I thought it would be appropriate for him to have as a survival tool, just in case.*
- *Vacation to Asia/India*

Customer Survey

155 responses

2) What mattered to you the most when purchasing a water filtration product?

- Effective/does its job 25%
- Simple and easy to use 15%
- Good filtration system 14%
- Affordable 10%
- Reliable 10%
- Quality product 9%
- Portable 9%
- Safety 8%
- What and how much it filters out 7%
- Durability 4%
- Size 3%
- Clean water for me/my loved ones 3%
- Others 29%

Voice of the Customer

- *That it actually worked, and wasn't super large and clunky (a pain to carry around).*
- *Ability to filter contaminants that may cause me illness.*
- *Affordability and something with little upkeep. I can't remember to change my filter every few months.*
- *That you can use it anywhere and in all kinds of water. I was impressed how long it is good for.*

Customer Survey

155 responses

3) What made you decide to buy Lifestraw over other similar products?

- Good reviews/ratings 16%
- Like your mission and altruism 15%
- Effective, high-level filtration 12%
- Recommended 8%
- Quality 8%
- Easy to use 8%
- Reputation 8%
- Only brand I'm familiar with/didn't look elsewhere 6%
- Saw Lifestraw in a news article/TV show 6%
- Affordable 5%
- Good product design 5%
- Most superior product in the market 5%
- Others 39%

Voice of the Customer

- *Seen this item a few years ago on the James Robison show, it was sent to missionaries in Africa.*
- *I'm a scientist so I thoroughly read the specs on the website and other references. I didn't feel the need to look elsewhere.*
- *Rave reviews from anyone who's used it. Compared to other products in the market and it seemed the best.*

Customer Survey

155 responses

4) Why did you choose Lifestraw.com over other stores (online or offline)?

- | | |
|--|-----|
| • Convenient/easy to order | 16% |
| • Prefer to buy straight from manufacturer | 15% |
| • Good price | 8% |
| • Didn't know I could buy it in a store/could not find it in a local store | 8% |
| • Lifestraw's altruism/values/reputation | 8% |
| • Quality | 6% |
| • Discount/sale/special promotion | 5% |
| • Saw Lifestraw featured in news story | 4% |
| • Effective/superior filtering | 3% |
| • Trust | 3% |
| • Advertisement | 3% |
| • Like the product | 2% |
| • Others | 27% |

Voice of the Customer

- *Hearing the recent news story convinced me fully that Lifestraw was a life saver.*
- *It was cheaper to buy them in a bundle online as opposed to the store plus I hate shopping with a mob of rude people. Online is stress free...well almost stress free.*
- *Only place I could find Lifestraw where I live.*
- *The price and charity donation incentive.*

Customer Survey

155 responses

5) What did you like most about your purchasing experience with Lifestraw?

- | | |
|---------------------------------------|-----|
| • Easy | 43% |
| • Quick ordering process | 10% |
| • Quick shipping | 8% |
| • Lifestraw's altruism/values | 8% |
| • Simple and straightforward | 7% |
| • Reasonable prices | 7% |
| • Good/navigable website | 6% |
| • Happy with the high quality product | 6% |
| • The product works | 5% |
| • My experience was neutral | 4% |
| • Others | 27% |

Voice of the Customer

- *It was easy and the price was right. Exactly what I needed.*
- *The free delivery option for such a large product*
- *That it also benefits others in need, with clean drinking water.*
- *Easy to order online, however, it is also available in stores nearby.*
- *The customer service, the product itself is wonderful, the design is good.*

Customer Survey

155 responses

6) Was there anything that nearly stopped you from purchasing any of our products? If so, what?

- | | |
|--|-----|
| • No | 56% |
| • Price | 19% |
| • Hard to find replacement filter | 3% |
| • Had unanswered questions about the product | 3% |
| • Difficult to suck the water out of the product | 1% |
| • Would rather buy from a physical store | 1% |
| • Plastic | 1% |
| • Shipping cost | 1% |
| • Website needs work | 1% |
| • Size | 1% |
| • Others | 14% |

Voice of the Customer

- *I had a hard time with the website. Trying to determine which products had which filtration levels. I also think it would be nice to have the spare filters listed on the product webpage. I did see that it offered me the spare once I placed the product in the cart, but I didn't know that before I ordered it.*
- *You didn't have the color I wanted originally so I almost bought from Amazon but you restocked at the same time I received a promotion.*

Customer Survey

155 responses

7) Did you have questions you couldn't find answers to on our website?

- No 79%
- Questions about the filters 5%
- Yes-unspecified 2%
- How often to replace the filter/how long the filter lasts 2%
- Replacement part questions 2%
- Others 8%

Voice of the Customer

- *Yes. I would like to know how long a Lifestraw typically lasts before replacement is necessary.*
- *Whether newest bundle filters out viruses.*
- *Yes, my bottle broke and I can't find a bottle to fit my lid.*
- *Couldn't find out just what filters were included.*

Customer Survey

155 responses

8) How else could we improve your customer experience with Lifestraw?

- | | |
|---|-----|
| • Nothing/don't know | 38% |
| • Thank you/great job/keep it up | 13% |
| • Lower prices | 4% |
| • More sales/coupons | 3% |
| • I haven't received my order yet | 3% |
| • More testimonials/stories | 2% |
| • More clarity around what filter goes with what product/whether filters are included | 2% |
| • Bundle deals | 2% |
| • Good website | 2% |
| • More product instructions/specs | 2% |
| • Fix stocking issues | 2% |
| • Others | 26% |

Voice of the Customer

- *Have a customer service number.*
- *I don't have my Lifestraw yet, but my only problem so far is understanding the filters.*
- *Improve your website to include more specs about products.*
- *More charitable programs that benefit the communities on the front line of environmental degradation.*

Customer Survey

155 responses

9) What can you tell us about yourself?

- Nature lover/hiker/outdoorsy/active 23%
- Nothing 13%
- Traveller 10%
- Professional 10%
- Senior 9%
- Concerned with water safety/like clean water 7%
- Male 7%
- Parent 7%
- Prepper 6%
- Environmentally conscious/I hate pollution/plastic waste 5%
- Altruistic 5%
- Female 5%
- Others 34%

Voice of the Customer

- *Female. 50 years old. I camp and like outdoor adventures and travel. Nothing extreme, but when I need water, I want it to be filtered by the best.*
- *An educated consumer who cares about my environment and family*
- *I have a lot of sensitivities due to a Colitis condition and often worry about drinking water when traveling.*
- *60ish male, likes the outdoors*

Customer Survey

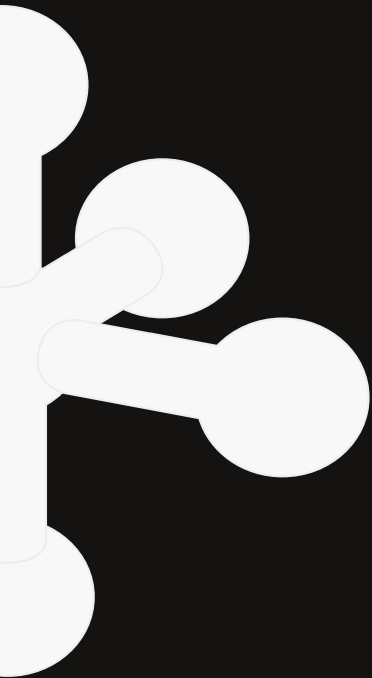
155 responses

10) Anything else you'd like to add regarding your experience with Lifestraw?

- | | |
|---|-----|
| • No | 50% |
| • Thank you/good experience | 14% |
| • Like your product | 8% |
| • Haven't received my order yet/excited to try it | 5% |
| • The straw is hard to drink from | 3% |
| • Keep up altruistic efforts | 2% |
| • I will purchase again | 1% |
| • I purchased for someone else as a gift | 1% |
| • The top leaks | 1% |
| • Trust your product | 1% |
| • Others | 14% |

Voice of the Customer

- *I gave my brother a Lifestraw. Now he purchases them for friends. :)*
- *Keep donating more straws to unsanitary water countries.*
- *I find the straw very difficult to drink out of. And my top leaks.*
- *Nope, thanks for making products that make me feel better about the possible collapse of civil society.*



Analytics

Browsers

Some users are coming through with no browser set, which indicates possible bot activity. Enable GA bot filtering at the View level and investigate further if this persists.

Bot Filtering

☐ Exclude all hits from known bots and spiders

Browser ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?
	223 % of Total: 0.15% (145,640)	223 % of Total: 0.16% (143,114)	195 % of Total: 0.10% (187,828)	95.90% Avg for View: 53.55% (79.09%)	1.01 Avg for View: 2.62 (-61.59%)	00:00:01 Avg for View: 00:02:09 (-99.47%)	0 % of Total: 0.00% (1,337)
1. (not set)	223(100.00%)	223(100.00%)	195(100.00%)	95.90%	1.01	00:00:01	0 (0.00%)

Screen Resolutions

Desktop

1366x768 is converting at less than half the rate of the other most popular resolutions. Investigate possible UX issues at this screen size and adjust the layout and/or responsive breakpoints.

Screen Resolution ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
Desktop Traffic	92,130 % of Total: 41.19% (223,664)	90,702 % of Total: 41.34% (219,386)	116,117 % of Total: 40.46% (286,960)	43.88% Avg for View: 53.58% (-18.10%)	3.08 Avg for View: 2.62 (17.64%)	00:02:58 Avg for View: 00:02:10 (37.25%)	1,398 % of Total: 54.97% (2,543)	\$131,462.03 % of Total: 61.08% (\$215,219.47)	1.20% Avg for View: 0.89% (35.86%)
1. 1920x1080	17,621 (19.04%)	17,300 (19.07%)	21,913 (18.87%)	42.38%	3.14	00:02:49	218 (15.59%)	\$23,767.25 (18.08%)	0.99%
2. 1366x768	16,957 (18.32%)	16,638 (18.34%)	21,794 (18.77%)	42.35%	2.99	00:03:16	104 (7.44%)	\$9,221.05 (7.01%)	0.48%
3. 1440x900	12,963 (14.00%)	12,729 (14.03%)	17,268 (14.87%)	40.14%	3.34	00:03:24	215 (15.38%)	\$26,202.10 (19.93%)	1.25%

Screen Resolutions

Mobile

360x640 is converting at a much lower rate than the other most popular resolutions. Investigate possible UX issues at smaller mobile screen sizes.

Screen Resolution ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
Mobile Traffic	115,335 % of Total: 51.57% (223,664)	112,790 % of Total: 51.41% (219,386)	149,277 % of Total: 52.02% (286,960)	60.79% Avg for View: 53.58% (13.46%)	2.24 Avg for View: 2.62 (-14.40%)	00:01:31 Avg for View: 00:02:10 (-29.86%)	911 % of Total: 35.82% (2,543)	\$64,957.33 % of Total: 30.18% (\$215,219.47)	0.61% Avg for View: 0.89% (-31.13%)
1. 375x667	27,812 (24.20%)	27,136 (24.06%)	36,040 (24.14%)	61.95%	2.13	00:01:25	235 (25.80%)	\$17,339.08 (26.69%)	0.65%
2. 360x640	18,005 (15.67%)	17,626 (15.63%)	23,618 (15.82%)	59.05%	2.35	00:01:41	94 (10.32%)	\$6,211.14 (9.56%)	0.40%
3. 414x736	12,893 (11.22%)	12,626 (11.19%)	16,400 (10.99%)	62.02%	2.13	00:01:25	122 (13.39%)	\$8,882.63 (13.67%)	0.74%
4. 375x812	12,209 (10.62%)	12,036 (10.67%)	16,034 (10.74%)	61.41%	2.20	00:01:30	132 (14.49%)	\$9,471.67 (14.58%)	0.82%

Screen Resolutions

0 Pixels

Some hits are coming through with resolution of 0x0 which indicates bot activity. Enable GA bot filtering at the View level and investigate further if this persists.

Bot Filtering

☐ Exclude all hits from known bots and spiders

Screen Resolution ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	407 % of Total: 0.18% (223,664)	407 % of Total: 0.19% (219,386)	513 % of Total: 0.18% (286,960)	94.35% Avg for View: 53.58% (76.09%)	1.06 Avg for View: 2.62 (-59.63%)	00:00:06 Avg for View: 00:02:10 (-95.03%)	0 % of Total: 0.00% (2,543)	\$0.00 % of Total: 0.00% (\$215,219.47)	0.00% Avg for View: 0.89% (-100.00%)
1. 0x0	407(100.00%)	407(100.00%)	513(100.00%)	94.35%	1.06	00:00:06	0 (0.00%)	\$0.00 (0.00%)	0.00%

Paid Keywords

There is paid traffic coming in with no keyword data set. This is a small amount of traffic but indicates an issue with the connection to the ad network.

Keyword ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	173 % of Total: 0.08% (223,664)	162 % of Total: 0.07% (219,386)	204 % of Total: 0.07% (286,960)	62.75% Avg for View: 53.58% (17.11%)	2.23 Avg for View: 2.62 (-14.77%)	00:01:33 Avg for View: 00:02:10 (-27.98%)	0.00% Avg for View: 0.89% (-100.00%)	0 % of Total: 0.00% (2,543)	\$0.00 % of Total: 0.00% (\$215,219.47)
1. (not set)	173(100.00%)	162(100.00%)	204(100.00%)	62.75%	2.23	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)

Landing Pages

(not set)








There are sessions with no landing page set, which indicates that the original session was broken or has expired. Investigate session timeout sessions compared to session duration distribution.

Landing Page ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?
	750 % of Total: 0.26% (286,960)	55.60% Avg for View: 76.45% (-27.27%)	417 % of Total: 0.19% (219,386)	0.00% Avg for View: 53.58% (-100.00%)	0.00 Avg for View: 2.62 (-100.00%)	00:00:51 Avg for View: 00:02:10 (-60.54%)	290 % of Total: 11.40% (2,543)
1. (not set)	750(100.00%)	55.60%	417(100.00%)	0.00%	0.00	00:00:51	290(100.00%)

Session Timeout

Session timeout is set to the default of 30 min, but there are around 1% sessions going longer than this.

Increase the timeout to 45 min to avoid breaking these sessions.

Session Duration ?	Sessions ?
0-10 seconds	171,745 
11-30 seconds	18,254 
31-60 seconds	18,316 
61-180 seconds	32,286 
181-600 seconds	28,213 
601-1800 seconds	15,495 
1801+ seconds	2,651 

Session Settings

Timeout Handling ?

Session timeout

MINIMUM: 1 minute, MAXIMUM: 4 hours

Hours

Minutes

0 ▼

30 ▼

Mobile vs Desktop

Mobile accounts for over half the traffic, but only 36% of transactions, with CR half that of desktop. Focus on improving mobile UX and/or provide options to make it easy for a shopper to save their order and return on desktop.

Device Category ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	223,664 % of Total: 100.00% (223,664)	219,386 % of Total: 100.00% (219,386)	286,960 % of Total: 100.00% (286,960)	53.58% Avg for View: 53.58% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	2,543 % of Total: 100.00% (2,543)	\$215,219.47 % of Total: 100.00% (\$215,219.47)	0.89% Avg for View: 0.89% (0.00%)
1. mobile	115,335 (51.59%)	112,790 (51.41%)	149,277 (52.02%)	60.79%	2.24	00:01:31	911 (35.82%)	\$64,957.33 (30.18%)	0.61%
2. desktop	92,130 (41.21%)	90,702 (41.34%)	116,117 (40.46%)	43.88%	3.08	00:02:58	1,398 (54.97%)	\$131,462.03 (61.08%)	1.20%
3. tablet	16,117 (7.21%)	15,894 (7.24%)	21,566 (7.52%)	55.87%	2.74	00:02:17	234 (9.20%)	\$18,800.11 (8.74%)	1.09%

Product Performance

1. LifeStraw - Blue

2. LifeStraw Community

3. \$85.00 - MSRP Value: \$162.80 Get a first production LifeStraw Home and 5 replacement filters equating to one full year of clean water. Also receive a LifeStraw Steel, our sleek and most durable personal water filter - a \$55 dollar value. This pledge provides 7 children with safe water for an entire school year.

4. \$50.00 - MSRP Value: \$97.85 Get a first production LifeStraw Home, 2 free replacement filters AND an EXCLUSIVE clear original LifeStraw only available to Kickstarter supporters. This pledge provides 4 children in need with safe water for an entire school year.

5. \$150.00 - MSRP Value: \$305.60 Get 2 first production LifeStraw Home water filter pitchers each with 1 year of replacement filters. Also receive 2 Special Edition LifeStraw Go water filter bottles so you can have access to clean water at home, and on your next adventure! This pledge provides 14 children with safe water for an entire school year! You are making an impact!













Some products have descriptions in place of the product name. Replace these with product names for all products.

Time Lag

Time Lag in Days ?	Conversions ?	Conversion Value ?	Percentage of total	
			Conversions	Conversion Value
0	2,250	\$169,574.35	88.48% 78.79%	<div><div></div></div>
1	60	\$5,511.75	2.36% 2.56%	<div><div></div></div>
2	30	\$2,780.68	1.18% 1.29%	<div><div></div></div>
3	27	\$2,734.35	1.06% 1.27%	<div><div></div></div>
4	27	\$2,708.07	1.06% 1.26%	<div><div></div></div>
5	11	\$640.21	0.43% 0.30%	<div><div></div></div>
6	22	\$1,532.15	0.87% 0.71%	<div><div></div></div>
7	12	\$1,468.75	0.47% 0.68%	<div><div></div></div>
8	10	\$722.31	0.39% 0.34%	<div><div></div></div>
9	12	\$3,576.97	0.47% 1.66%	<div><div></div></div>
10	3	\$152.82	0.12% 0.07%	<div><div></div></div>
11	12	\$3,885.19	0.47% 1.81%	<div><div></div></div>
12-30	67	\$19,931.87	2.63% 9.26%	<div><div></div></div>

88% of conversions happen on the first day, with very few happening after that. This may indicate an opportunity to do more retargeting campaigns to bring visitors back to the site.

Path Length

Path Length in Interactions ?	Conversions ?	Conversion Value ?	Percentage of total	
			Conversions	Conversion Value
1	1,913	\$140,362.55	75.23% 65.22%	
2	366	\$32,941.46	14.39% 15.31%	
3	119	\$22,216.57	4.68% 10.32%	
4	56	\$6,735.06	2.20% 3.13%	
5	26	\$2,310.41	1.02% 1.07%	
6	27	\$6,066.82	1.06% 2.82%	
7	14	\$1,877.42	0.55% 0.87%	
8	5	\$506.39	0.20% 0.24%	
9	5	\$882.43	0.20% 0.41%	
10	1	\$153.98	0.04% 0.07%	
11	2	\$170.10	0.08% 0.08%	
12+	9	\$996.28	0.35% 0.46%	

75% of conversions are happening on the first visit, 14% on the second, dropping off quickly from there.

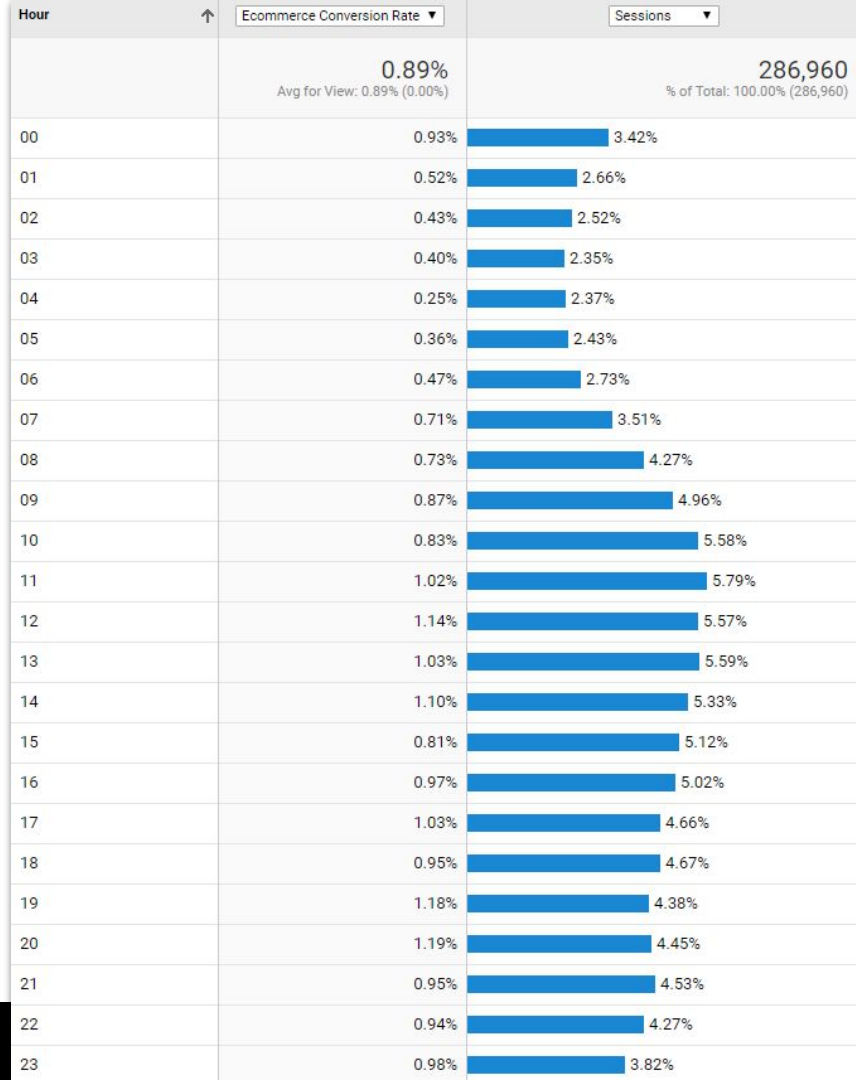
Top Conversion Paths

Most conversions are coming via Direct, Organic, and Paid. The highest converting multi-channel conversions are organic searchers returning to the site directly.

MCF Channel Grouping Path ?		Conversions ?	↓
1.	Direct	847	(33.31%)
2.	Organic Search	478	(18.80%)
3.	Paid Search	340	(13.37%)
4.	Social Network	118	(4.64%)
5.	Organic Search → Direct	97	(3.81%)
6.	Referral	88	(3.46%)

Conversions by Hour

Conversion rate is quite consistent during daytime hours, with peaks at noon and late evening.



Conversions by Day

Day of Week ?	↑ Sessions ?	Ecommerce Conversion Rate ?	Avg. Order Value ?	Revenue ?	Transactions ?
	286,960 % of Total: 100.00% (286,960)	0.89% Avg for View: 0.89% (0.00%)	\$84.63 Avg for View: \$84.63 (0.00%)	\$215,219.47 % of Total: 100.00% (\$215,219.47)	2,543 % of Total: 100.00% (2,543)
0	40,380 (14.07%)	1.00%	\$70.90	\$28,500.28 (13.24%)	402 (15.81%)
1	41,938 (14.61%)	0.78%	\$107.52	\$35,373.76 (16.44%)	329 (12.94%)
2	41,747 (14.55%)	0.73%	\$84.47	\$25,679.43 (11.93%)	304 (11.95%)
3	40,176 (14.00%)	0.77%	\$116.14	\$35,772.64 (16.62%)	308 (12.11%)
4	47,073 (16.40%)	0.93%	\$73.94	\$32,313.34 (15.01%)	437 (17.18%)
5	41,605 (14.50%)	0.93%	\$76.65	\$29,587.62 (13.75%)	386 (15.18%)
6	34,041 (11.86%)	1.11%	\$74.25	\$27,992.40 (13.01%)	377 (14.83%)

Highest CR is on weekends, then Thurs and Fri. AOV is significantly higher on Mon and Wed.

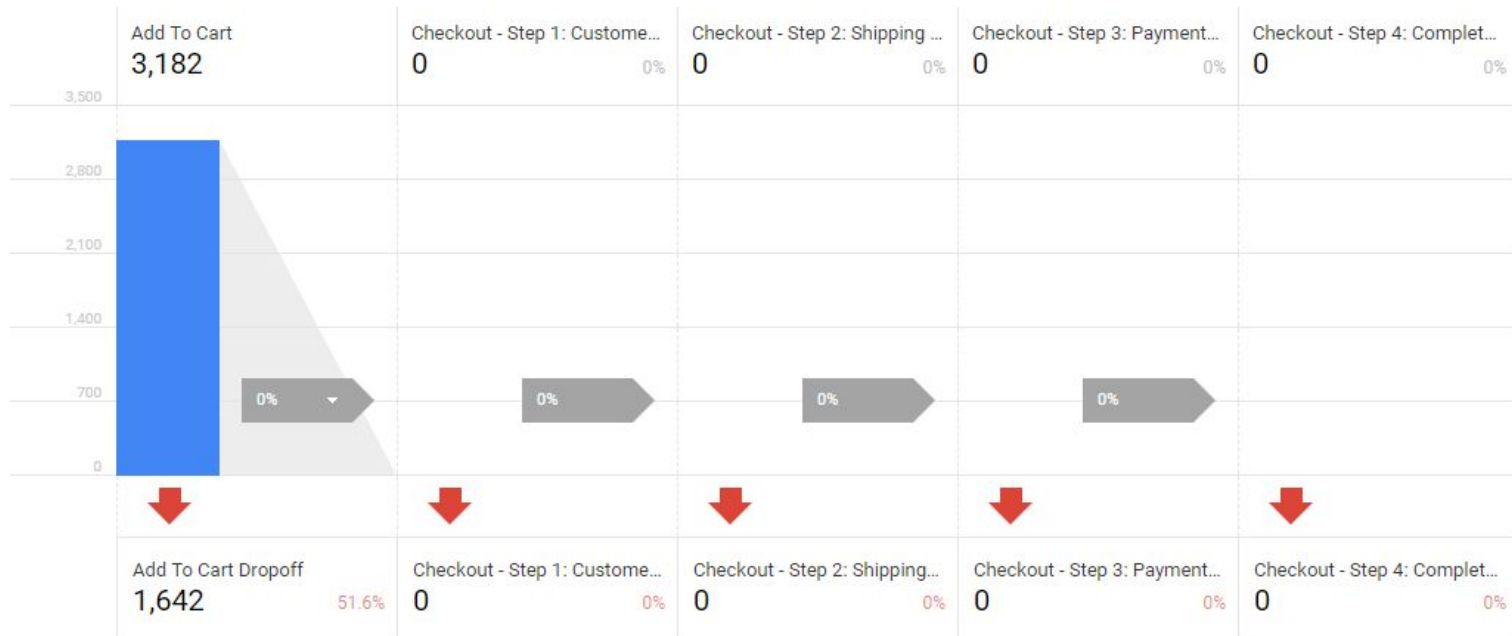
Traffic Source

Google organic search traffic is converting at less than half rate than direct and paid traffic. Investigate the expectation setting of SERPs compared to the landing experience for possible mismatch.

Source / Medium ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	223,664 % of Total: 100.00% (223,664)	219,386 % of Total: 100.00% (219,386)	286,960 % of Total: 100.00% (286,960)	53.58% Avg for View: 53.58% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	0.89% Avg for View: 0.89% (0.00%)	2,543 % of Total: 100.00% (2,543)	\$215,219.47 % of Total: 100.00% (\$215,219.47)
1. google / organic	98,666 (43.03%)	93,198 (42.48%)	126,538 (44.10%)	43.54%	3.08	00:02:48	0.49%	620 (24.38%)	\$51,925.51 (24.13%)
2. (direct) / (none)	44,744 (19.51%)	44,231 (20.16%)	55,201 (19.24%)	65.91%	2.10	00:01:43	1.74%	960 (37.75%)	\$82,992.46 (38.56%)
3. google / cpc	28,822 (12.57%)	27,072 (12.34%)	40,459 (14.10%)	49.00%	2.83	00:02:08	1.18%	477 (18.76%)	\$40,374.92 (18.76%)

Checkout Behavior

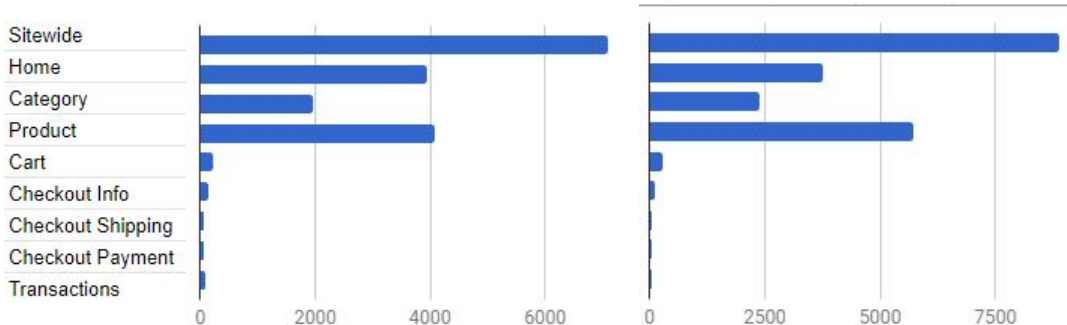
Instrumentation issue: Enhanced Ecommerce is not implemented properly and as a result progress through checkout steps is not being tracked.



Manual Funnel

User-based

Feb 10 - May 11	Desktop		Mobile		Mobile - Desktop
Sitewide	7106		8864		
Home	3949	-44.43%	3744	-57.76%	13.33%
Category	1971	-50.09%	2374	-36.60%	-13.49%
Product	4090	107.55%	5708	140.49%	-32.94%
Cart	231	-94.34%	284	-95.02%	0.68%
Checkout Info	134	-42.21%	103	-63.93%	21.73%
Checkout Shipping	70	-47.38%	55	-46.36%	-1.02%
Checkout Payment	63	-10.27%	51	-7.41%	-2.86%
Transactions	94	49.09%	62	22.05%	27.03%

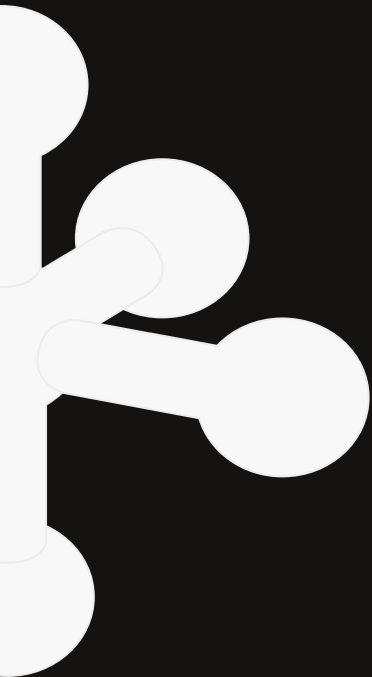


PDP to Cart Add dropoff is very high on both desktop and mobile.

Cart to checkout dropoff also quite high but better on mobile.

The dropoff between checkout steps should only be around 10-20% but it's close to 50% between info and shipping.

There appears to be a tracking issue where there are more users with transactions than there are users who made it to the payment step.



Test Bandwidth

Test Bandwidth | Where & How to Test

Page / Funnel Metrics

Test Parameters

Lift & Velocity

Relative Impact

Test page		Weekly visitors	Weekly conversions	CR	Weeks of testing	% of Traffic	Significance level	# of Variations	MDE	#Tests per year	Effect on revenue	Rank
Sitewide	Desktop	915619	3130	0.3%	4	100%	90%	2	2.70%	13	\$46,137.00	3
/	Desktop	278170	2543	0.9%	2	100%	90%	2	4.25%	26	\$117,936.00	1
Product 1	Desktop	28786	902	3.1%	4	100%	90%	2	4.99%	13	\$24,570.00	7
product 2	Desktop	20958	620	3.0%	4	100%	90%	2	6.05%	13	\$20,475.00	8
List 1	Desktop	3866	915	23.7%	3	100%	90%	2	5.10%	17	\$33,973.33	4
List 2	Desktop	3214	915	28.5%	3	100%	90%	2	4.88%	17	\$32,517.33	5
List 3	Desktop	6004	673	11.2%	4	100%	90%	2	5.58%	13	\$20,475.00	9
cart	Desktop	772	630	81.5%	4	100%	90%	2	5.58%	13	\$19,165.82	10
Sitewide	Mobile	514180	861	0.2%	4	100%	90%	2	5.23%	13	\$24,570.00	6
/	Mobile	146598	1573	1.1%	3	100%	90%	2	4.41%	17	\$50,474.67	2
Product 1	Mobile	4883	96	2.0%	6	100%	90%	2	12.88%	9	\$4,489.33	15
product 2	Mobile	12441	331	2.7%	6	100%	90%	2	6.76%	9	\$8,129.33	12
List 1	Mobile	1138	266	23.4%	6	100%	90%	2	6.77%	9	\$6,552.00	13
List 2	Mobile	438	123	28.0%	6	100%	90%	2	9.78%	9	\$4,368.00	16
List 3	Mobile	4761	319	6.7%	6	100%	90%	2	8.28%	9	\$9,599.63	11
cart	Mobile	498	157	31.5%	6	100%	90%	2	8.28%	9	\$4,732.00	14

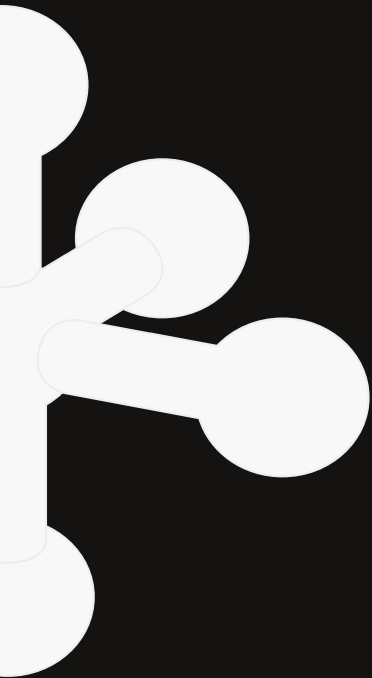
Please note that this is a template for visual representation purposes only

Test Bandwidth

Test Page	Segment	Weekly Visitors	Conversions	CR	Weeks	Traffic %	Sig	# Vars	Conv / Var	MDE
Sitewide	Desktop	6551	86	1.3%	6	100%	90%	2	257.31	13.60%
Homepage	Desktop	3830	30	0.8%	8	100%	90%	2	121.85	20.52%
Category Page	Desktop	644	11	1.7%	8	100%	90%	2	44.31	36.11%
Products Page	Desktop	3636	48	1.3%	8	100%	90%	2	190.15	16.30%
How it works	Desktop	713	5	0.8%	8	100%	90%	2	21.85	54.93%
Cart	Desktop	207	50	24.0%	8	100%	90%	2	198.77	13.58%
Checkout	Desktop	122	67	55.2%	8	100%	90%	2	268.62	8.93%
Sitewide	Mobile	7511	55	0.7%	8	100%	90%	2	221.23	14.92%
Homepage	Mobile	3369	24	0.7%	8	100%	90%	2	97.54	23.58%
Category Page	Mobile	793	11	1.4%	8	100%	90%	2	44.92	35.62%
Products Page	Mobile	4496	37	0.8%	8	100%	90%	2	146.15	18.47%
How it works	Mobile	481	2	0.4%	8	100%	90%	2	6.77	103.41%
Cart	Mobile	232	37	16.1%	8	100%	90%	2	149.23	16.75%
Checkout	Mobile	96	51	52.7%	8	100%	90%	2	202.77	10.36%

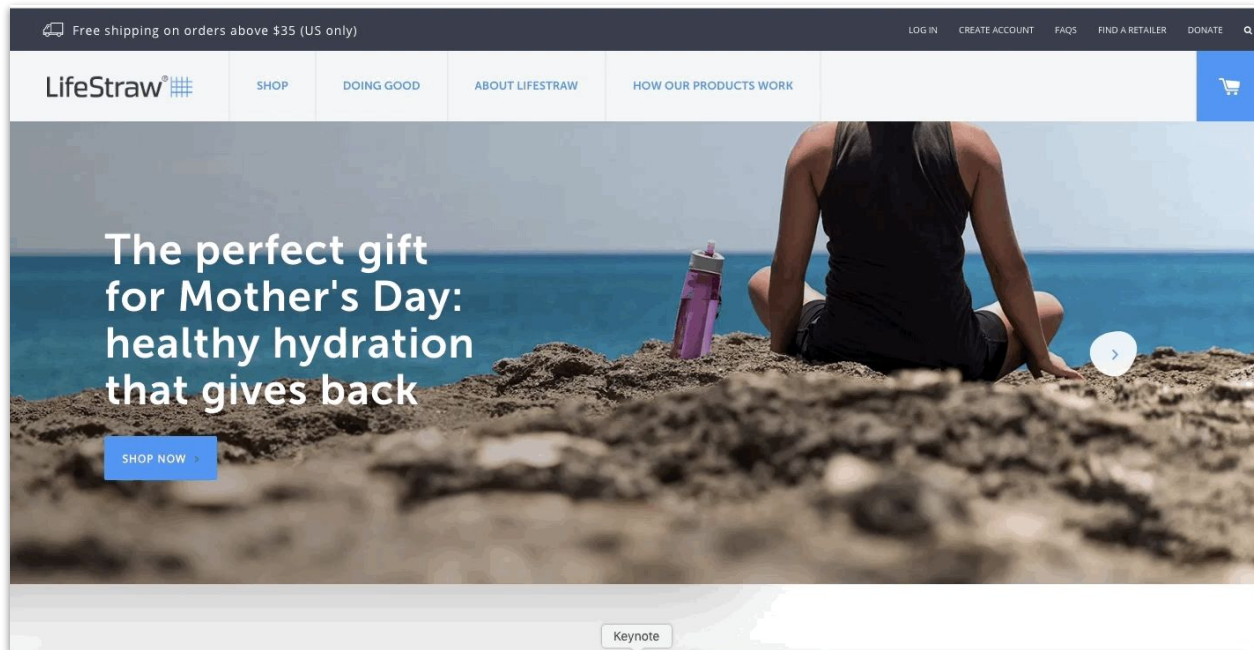
Highest area of testing opportunity: **Checkout** and **Sitewide** tests on both desktop & mobile.

On all other pages, current traffic level is too low to detect changes that are not dramatic based on macro-conversions. Testing strategy should be a mix of micro-conversion tests to get users deeper into the funnel and macro-conversion tests to get them to complete their purchase.



Desktop Heuristics

Sitewide

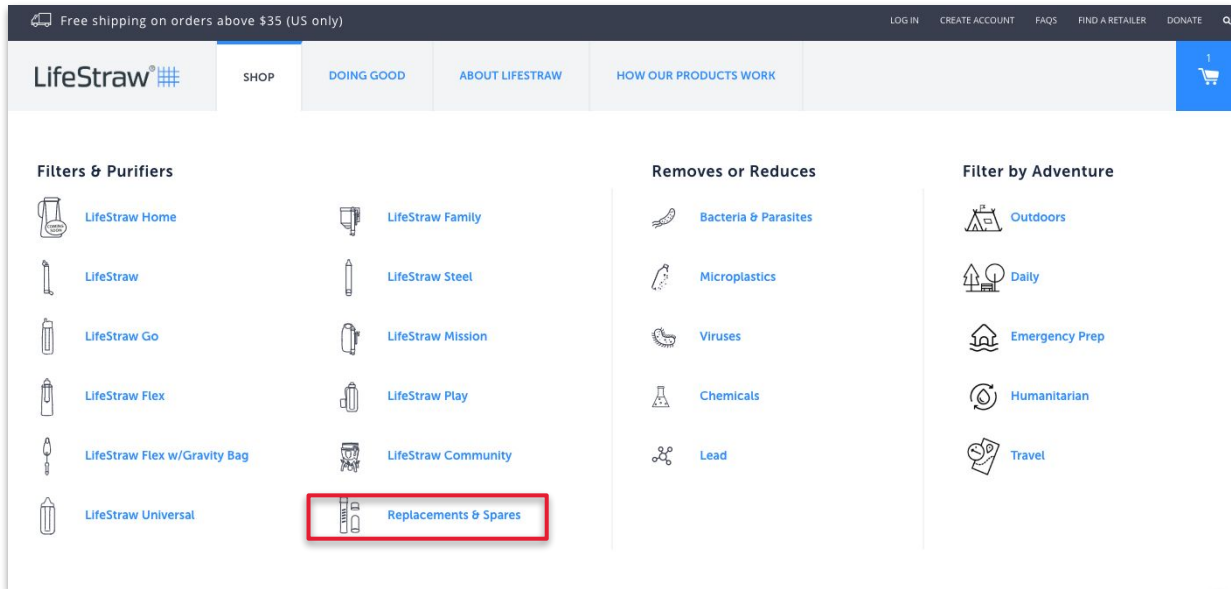


Desktop user tester expressed frustration with the drop down navigation menu. Unable to exit menu without clicking on a menu option and unable to see the site context while menu is open.

Test: A couple options:

1. A drop down menu with a clear "close" option.
2. A shorter drop down menu that leaves a portion of the site still exposed and open to user interaction.

Sitewide




Desktop user testers failed to locate the appropriate category on the drop down menu to direct them to the replacement filters.

Test: Relabeling this category to something with more clarity (ex. Filters & Replacements) and placing it higher up on the menu as an option.

Sitewide



The screenshot shows the LifeStraw website's shopping cart. The top navigation bar includes links for 'SHOP', 'DOING GOOD', 'ABOUT LIFESTRAW', and 'HOW OUR PRODUCTS WORK'. The cart title is 'Shopping Cart' with the subtitle 'Your Purchase will make an impact'. The cart table has columns for 'PRODUCT', 'PRICE', 'QUANTITY', and 'TOTAL'. It contains one item: 'LifeStraw Steel' priced at '\$54.95' with a quantity of '1' and a total of '\$54.95'. Below the table, there is a promotional message: 'Add a donation and help fund a clean water project around the world.' and a total amount of '\$54.95 USD'. The footer mentions 'Free shipping on orders over \$25 (US only)'.

PRODUCT	PRICE	QUANTITY	TOTAL
 LifeStraw Steel	\$54.95	1	\$54.95

Add a donation and help fund a clean water project around the world.

\$54.95 USD

Free shipping on orders over \$25 (US only)

The menu options other than “Shop” use the space inefficiently and have only text links.

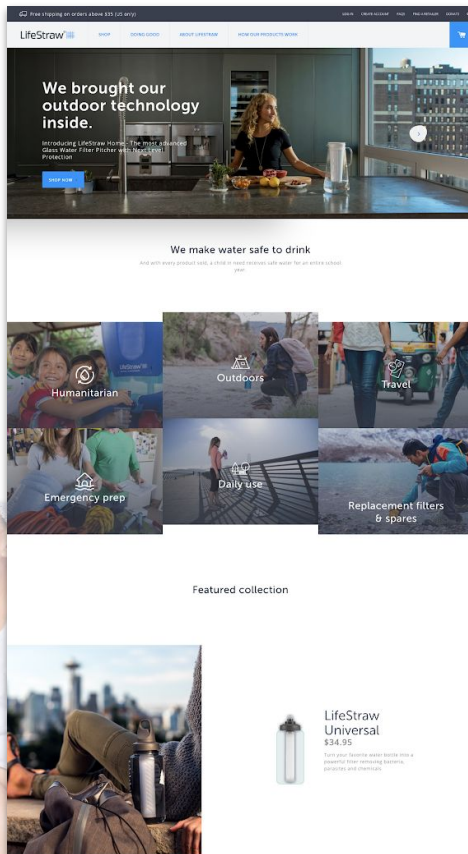
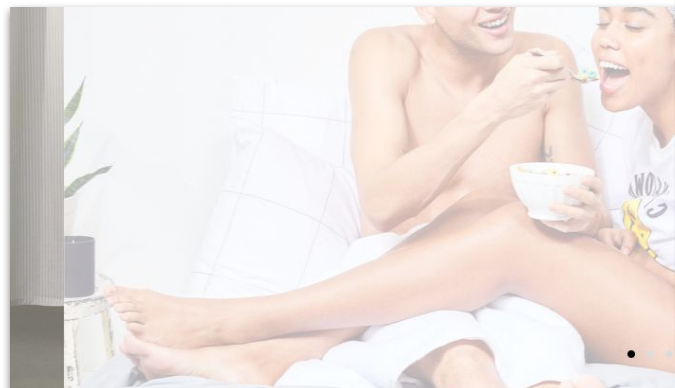
Test: Redesign the menu to be more compact and include images or icons to make sitewide navigation easier and more intuitive.

Homepage



30% of your user testers could not identify your unique value proposition. Homepage lacks any apparent USP messaging.

Test: Add a prominent section showcasing your give back program, highlighting reviews, the exclusive filtration technology, free shipping threshold, and the humanitarian efforts. See Brooklinen for example.



2018 Best
Bedding Award
MEN'S HEALTH

2018 Best of Test
Winner
GOOD HOUSEKEEPING

30,000+
Five-Star Reviews
[READ THEM](#)

2018 3rd Fastest
Growing Retail Brand
INC 5000

2018 Best
Duvet Cover
WIRECUTTER

Homepage



We brought our

From Backcountry

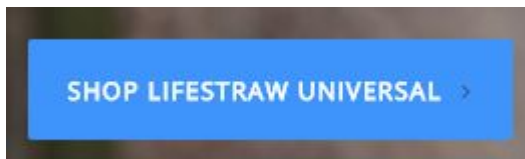
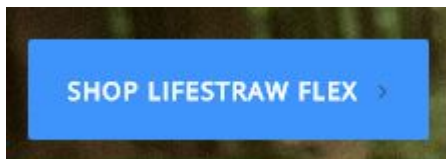
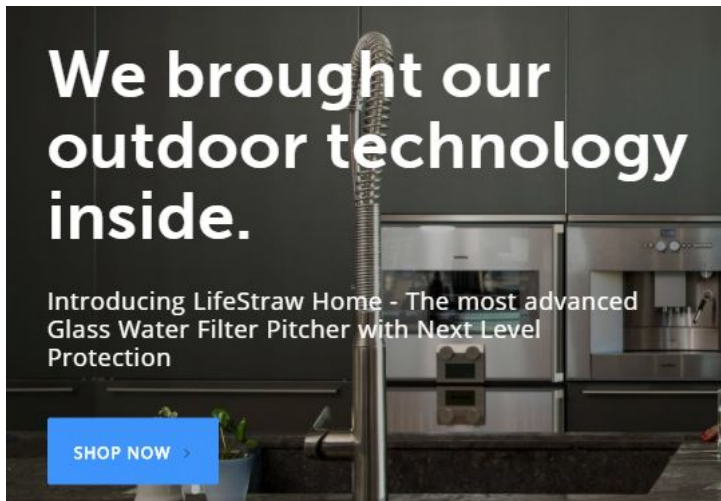
A powerful multi-use
filter with squeeze
bottle that reduces
lead

SHOP LIFESTRAW FLEX

The homepage hero area is has specific products in a carousel layout which doesn't communicate anything about your brand or value proposition.

Test: Replace the carousel with a single static image that clearly explains what Lifestraw is all about making use of brand recognition rather than individual products.

Homepage



The messaging of the product slides is inconsistent. The LifeStraw Home does a good job of leading with benefit-focused headline and then a subheading that introduces the product, but has generic button copy. Flex and Universal have specific button copy but lack the explanatory subheading.

Test: Follow the same format of benefit focused heading, explanatory subheading, and specific button copy for each product.

Homepage



The press mentions section has a non-prototypical layout. It's not clear that the quotes are related to the publications, and the text doesn't have the same recognition and impact as the logos of these well-known publications would.

Test: Redesign the press mention section with a more familiar layout that incorporates the logos and move it higher on the page.

"If bottled water is hard to deliver, portable water purifiers are vital"

BBC News

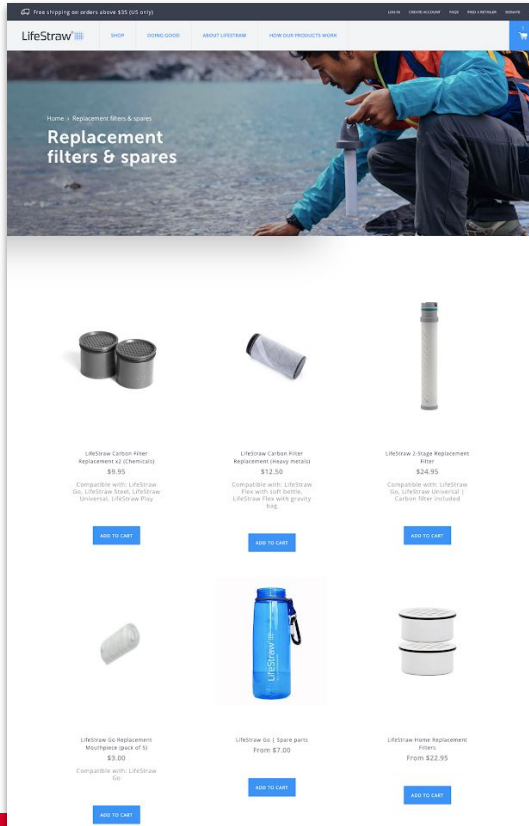
"Powerful weapon against African diseases."

CNN

"LifeStraw Saves Those Without Access to Clean Drinking Water."

The New York Times

Collections Page - Replacement Filters



22% of exit poll responses were filter related, a couple user testers were unable to find the filter compatible with their product, and a few customer survey respondents mentioned difficulty finding the filters they needed.

Test: Add a filter or selector at the top of the replacement collections page that allows the user to choose the LifeStraw product they are seeking a filter for.

Collections & Product Detail Pages



LifeStraw Universal
\$34.95

Turn your favorite water bottle into a powerful filter removing bacteria, parasites and chemicals

ADD TO CART



LifeStraw Go
From \$44.95

Advanced water filter bottle ideal for travel, outdoor sports and emergencies.

ADD TO CART

[Home](#) > [Online shop](#) > [LifeStraw Universal](#)

LIFESTRAW UNIVERSAL



4.5 (425) [Write a review](#)

\$34.95

Turn your favorite water bottle into a powerful filter removing bacteria, parasites and chemicals

- Protects against bacteria, parasites and microplastics, chemicals like chlorine and improves water taste
- Advanced water filter kit includes replaceable water filter, two cap sizes (narrow and wide mouth), standard and sports mouthpieces, and a leak-proof lid
- Compatible with most Nalgene, Camelbak, Hydroflask, and Klean Kanteen, and other water bottle models
- Sustainable: lifetime filtration of 1,000 gallons (4,000 liters) – equivalent of 8,000 single use plastic water bottles
- This product gives back: one product, one school child, one year of clean water

[LEARN MORE](#)

QUANTITY

1

Ideal for: Travel, backpacking, hiking

Your purchase has

Removes or Reduces



Bacteria & Parasites



Microplastics



Viruses



Chemicals



Lead

9% of your exit poll responses centered around what elements each product filters. This information is not conveyed in a visually consistent manner throughout the site.

Test: Utilizing the icons found in the nav and making them visible on the collections and PDP pages to clearly convey which product eliminates/reduces which element.

Product Detail Page



LifeStraw®

OVERVIEWDETAILSVISUALSREVIEWS

LIFESTRAW GO

★★★★☆ 4.5 (62) Write a review

\$44.95

Advanced water filter bottle ideal for travel, outdoor sports and emergencies.

- Protects against bacteria, parasites and microplastics, chlorine and organic chemical matter such as pesticides, herbicides and improves water taste
- Lab tested, durable, BPA free
- Long-lasting: the microbiological filter provides 5 years of safe water
- The ultimate travel companion – fill up your bottle anywhere. Used and tested all over the globe
- This product gives back: one purchase, one child, one year of clean water

[LEARN MORE](#)

COLOR


Blue

QUANTITY


1


ADD TO CART


Your purchase has an impact.




↑









↓

22% of exit poll responses were filter related, a couple user testers were unable to find the filter compatible with their product, and a few customer survey respondents mentioned having difficulty finding the filters they needed.

Test: A couple options:

1. Add a “add a filter” yes/no option in the Add to Cart area.
2. Offer the compatible filters as upsells on the PDP

Product Detail Page



LifeStraw®

OVERVIEWDETAILSVISUALSREVIEWS

LIFESTRAW GO

★★★★★ 4.5 (62) Write a review

\$44.95

Advanced water filter bottle ideal for travel, outdoor sports and emergencies.

- Protects against bacteria, parasites and microplastics, chlorine and organic chemical matter such as pesticides, herbicides and improves water taste
- Lab tested, durable, BPA free
- Long-lasting: the microbiological filter provides 5 years of safe water
- The ultimate travel companion – fill up your bottle anywhere. Used and tested all over the globe
- This product gives back: one purchase, one child, one year of clean water

[LEARN MORE](#)

COLOR


Blue




QUANTITY


1

ADD TO CART

Your purchase has an impact.

A large, blue, translucent plastic water bottle with a black cap and a black carabiner. The bottle has the LifeStraw logo and a small filter unit on the cap.





A few exit poll and customer survey respondents mentioned being unsure of knowing how often and when to replace the filter in their product.

Test: Clearly stating this information in the product details. Consider adding a “How To Use” section.

Product Detail Page



[Home](#) > [LifeStraw Home](#)

LIFESTRAW HOME



(0) [Write a review](#)

\$54.95

Showing blank reviews stars and zero reviews doesn't add any motivation.

JDI: Only show review stars if there are reviews for the product.

Product Detail Page



[Home](#) > [LifeStraw Home](#)

LIFESTRAW HOME



(0) [Write a review](#)

\$54.95

“Write a review” is not related to the purchase flow and this doesn’t contribute any motivation to the purchase decision, it only adds more clutter to the page.

JDI: Solicit reviews from customers after they have purchased instead of on the product detail page.

Product Detail Page



[Home](#) > [LifeStraw Home](#)

LIFESTRAW HOME



(0) Write a review

\$54.95

Any product with a price that is over the shipping threshold of \$35 already qualifies for free shipping.

JDI: Add free shipping messaging for all products over \$35.

Product Detail Page



7-cup glass water filter pitcher with next level protection

- Protects against bacteria, parasites, microplastics, lead, mercury, chlorine and organic chemical matter. It retains essential minerals like magnesium and potassium that are good for your health.
- Exceeds NSF P473 standard for reducing PFOA and PFOS
- Sleek and sustainable design, made from shatter-resistant glass. Easy to use and maintain
- The Membrane Microfilter lasts 264 gallons (1 year). The Activated Carbon + Ion Exchange filter lasts 40 gallons (2 months)
- This product gives back: one product, one school child, one year of clean water

It's unlikely that the reader will be familiar with NSF P473, PFOA, or PFOS.

JDI: Add tooltips to explain these technical terms and/or translate them into more commonly understandable terminology.

Product Detail Page



7-cup glass water filter pitcher with next level protection

- Protects against bacteria, parasites, microplastics, lead, mercury, chlorine and organic chemical matter. It retains essential minerals like magnesium and potassium that are good for your health.
- Exceeds NSF P473 standard for reducing PFOA and PFOS
- Sleek and sustainable design, made from shatter-resistant glass. [Easy to use and maintain](#)
- The Membrane Microfilter lasts 264 gallons (1 year). The Activated Carbon + Ion Exchange filter lasts 40 gallons (2 months)
- This product gives back: one product, one school child, one year of clean water

The “Easy to use and maintain” link takes the reader to a different page.

JDI: Put the relevant information into an overlay so that the shopper can read it and easily close it while staying on the page.

Product Detail Page



PRODUCT

White ▼

QUANTITY

1 ▲▼

Ideal for: Home, Office, Hospitality

The quantity adjustment arrows are a very small target and require a high level of precision and cognitive load to use.

JDI: Increase the size of the quantity adjustment arrows.

Product Detail Page



PRODUCT	QUANTITY
White ▼	1
Ideal for: Home, Office, Hospitality	
ADD TO CART	Your purchase has an impact.

“Your purchase has an impact” is quite generic and doesn’t even communicate that it’s a positive impact. The actual meaning of this is quite compelling for those who value shopping with a socially responsible brand that helps those in need.

JDI: Elaborate on this and make it more clear that this means each purchase goes towards providing clear water for a disadvantaged child.

Product Detail Page

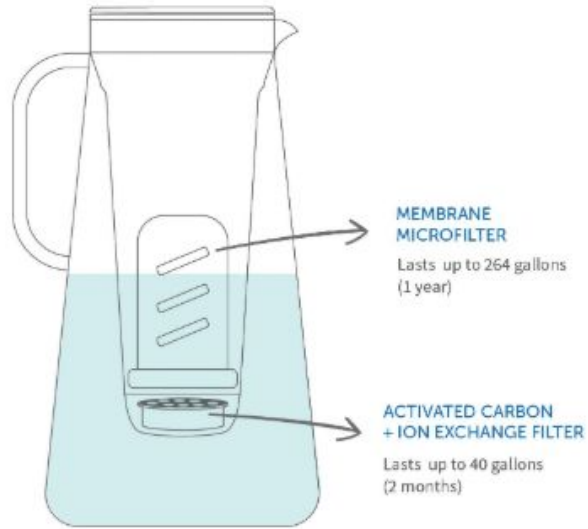


White text directly overlaid on an image with light grey parts creates inconsistent contrast and reduces readability, and the important points are in a paragraph form.

JDI: Redesign this to create better contrast between the text and the background image, and move the benefits into bullet points so they can be easily scanned without having to commit to reading the paragraph.

See [this article](#) for more information on designing for accessibility.

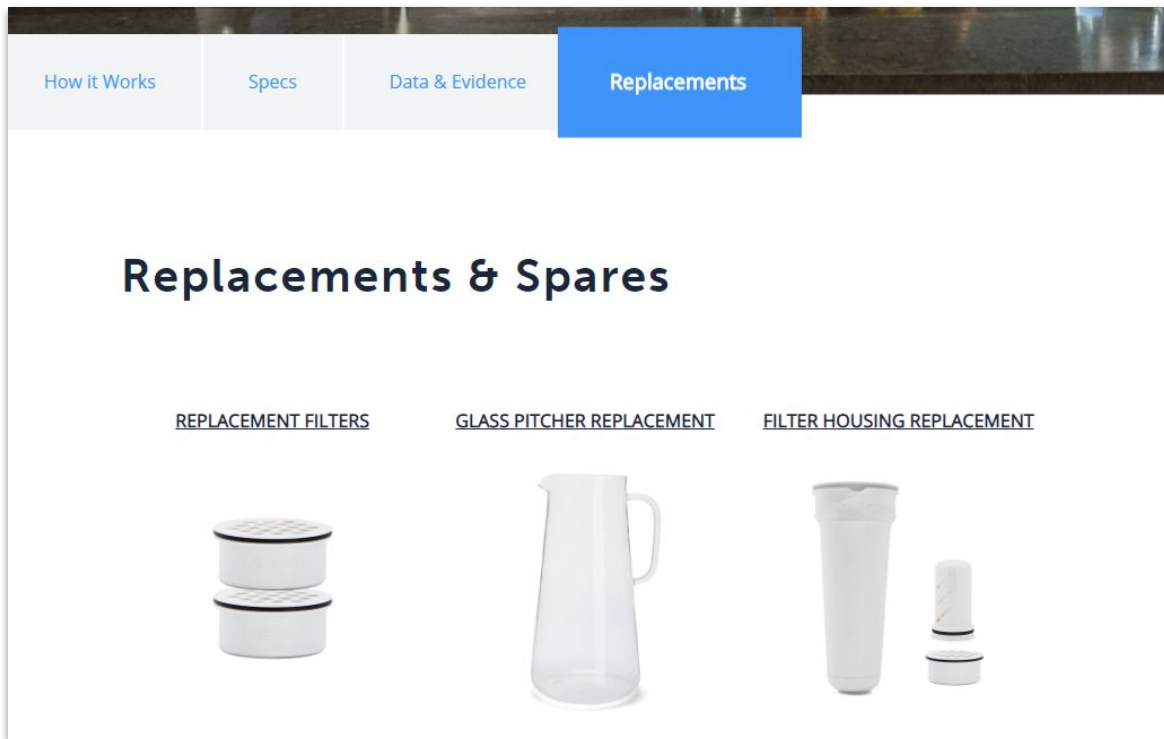
Product Detail Page



The text that explains the two filters and their lifetimes is quite small and difficult to read, and there is space available here.

JDI: Increase the size of these elements to make them more readable.

Product Detail Page



The replacement parts and filters are hidden within the tab layout with sections that aren't really related to replacement parts.

JDI: Move replacement parts into their own section so they won't be missed.

Product Detail Page



LifeStraw®

OVERVIEW

DETAILS

VISUALS

REVIEWS

How It Works

Specs

Data & Evidence

Replacements

How It Works



FOR MORE SUPPORT, INFORMATION AND FILTER EXCHANGE REMINDER EMAILS, GO TO THE [LIFESTRAW HOME SETUP PAGE](#)



- MEMBRANE MICROFILTER**
Lasts up to 264 gallons (1 year)
- ACTIVATED CARBON + ION EXCHANGE FILTER**
Lasts up to 40 gallons (2 months)

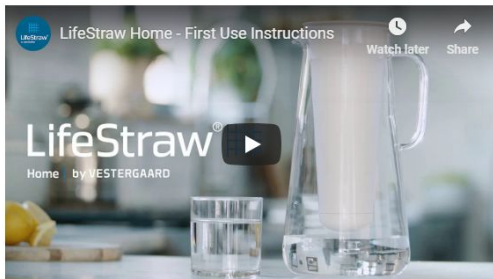
The “Learn More” anchor link scrolls the user down to the how it works section, but it goes a bit too far and the tabs for the subsections are cut off and not very prominent.

JDI: Adjust the scroll depth of the anchor link to keep the other tabs visible.

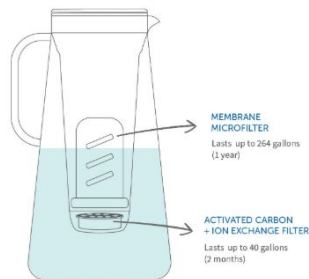
Product Detail Page



How It Works



FOR MORE SUPPORT, INFORMATION AND FILTER EXCHANGE REMINDER EMAILS, GO TO THE [LIFESTRAW HOME SETUP PAGE](#)



The image block below the How it Works section creates a false bottom effect, making it unlikely that users will scroll past here to see the rest of the page.

JDI: Create a smoother transition by removing or redesigning the image block and/or provide a visual cue such as a caret to indicate there is more content below.



Product Detail Page



Search topics and reviews

0 Reviews

14 Questions

14 Answers

Reviews

★★★★★
Be the first to review this product

Search topics and reviews

0 Reviews

14 Questions

14 Answers

Questions

Ask a question

1–10 of 14 Questions

Sort by: ▾

SarahCLCSW · a day ago

Are the filter components recyclable?

1 answer

lifestraw · 13 hours ago

All components of the Home pitcher are recyclable.

The review and Q/A section has the search field and totals bar duplicated. The whole section is a non-prototypical layout with bad UX and it takes up far more space than necessary. The text lines are too wide to be easily readable.


Test: Redesign the review and Q/A section to take up less space and considering have each question start out collapsed so the user can click to open (ie accordion layout).

Cart Add Upsell Screen



Get a carbon replacement filter now

25 extra gallons of safe water. Compatible with: LifeStraw Go, LifeStraw Play, LifeStraw Steel, LifeStraw Universal



LifeStraw Carbon Filter Replacement x2
(Chemicals)

\$9.95

Qty: 1

Add to Cart

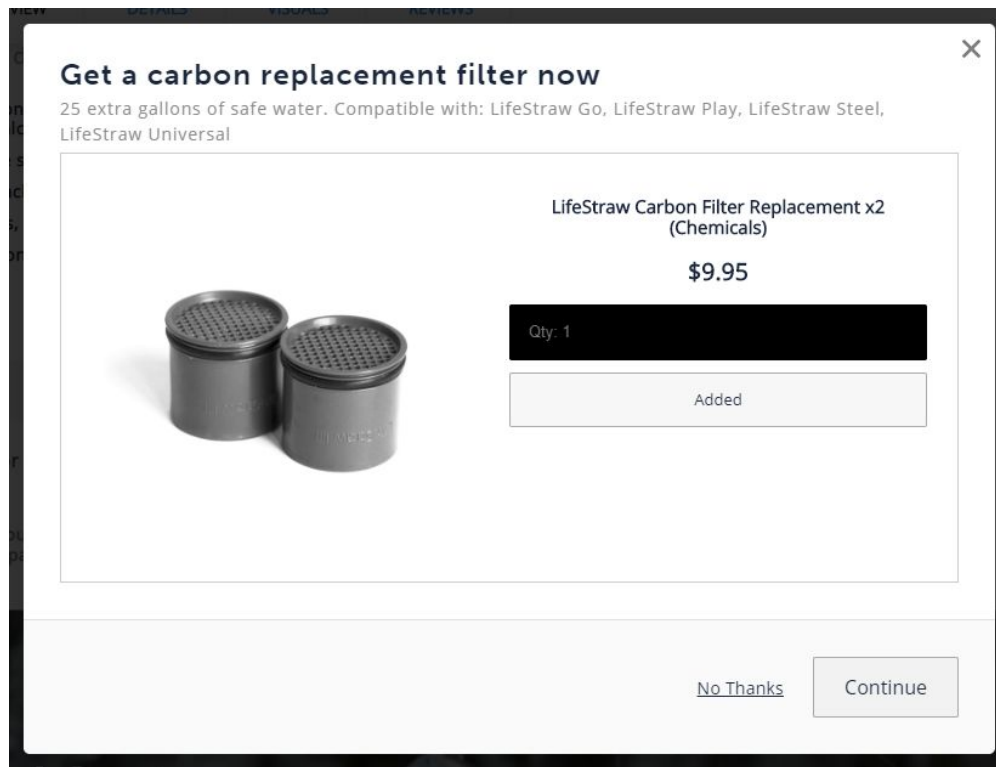
[No Thanks](#)

Continue

The design of the upsell screen is inconsistent with the rest of the site, and the Qty field is much wider than it needs to be. The “No Thanks” and “Continue” CTAs and the X all do the same thing.

JDI: Redesign the upsell screen so that the Add to Cart button matches the ones elsewhere on the site, and remove the redundant CTA.

Cart Add Upsell Screen




Once the upsell has been added, there is no reason to keep the user on this screen, there is no action left to be taken but proceeding to the cart.

JDI: After the upsell has been added, take the user directly to the cart without having to click.

Cart Page



PRODUCT	PRICE	QUANTITY	TOTAL
 LifeStraw Blue	\$19.95	2	\$19.95

Add a donation and help fund a clean water project around the world.

DONATION AMOUNT

\$5.00 \$10.00 \$20.00 \$50.00

Other \$0.00

Free shipping on orders over \$25 (US only)

UPDATE CART CHECK OUT

[International Orders?](#)

\$19.95
USD

Cart adjustments should autoupdate. Update Cart CTA should not be competing with the Checkout CTA.

JDI: Employ auto-updates for cart edits.

SHIPS EARLY MAY

\$***.***

Add a donation and help fund a clean water project around the world.

DONATION AMOUNT

\$5.00 \$10.00 \$20.00 \$50.00

Other \$0.00

Free shipping on orders over \$25 (US only)

UPDATE CART CHECK OUT

[International Orders?](#)

\$*. *
USD

Cart Page



Free shipping on orders above \$35 (US only)

LOG INCREATE ACCOUNTFAQSFIND A RETAILERDONATE


LifeStraw®

SHOPDOING GOODABOUT LIFESTRAWHOW OUR PRODUCTS WORK

1

Shopping Cart

Your Purchase will make an impact

PRODUCT	PRICE	QUANTITY	TOTAL
 LifeStraw Blue	\$19.95	1	\$19.95

Add a donation and help fund a clean water project around the world.

\$19.95
USD

The cart contents and title area take up a lot of landscape on the page, pushing the Checkout CTA below the fold.

Test: Decreasing the size of the cart header and cart contents to ensure the Checkout CTA remains above the fold at all times. Consider employing a static “order summary” section affixed to the top right.

Cart Page



Free shipping on orders above \$35 (US only)

LOG INCREATE ACCOUNTFAQSFIND A RETAILERDONATE

LifeStraw[®]SHOPDOING GOODABOUT LIFESTRAWHOW OUR PRODUCTS WORK

Shopping Cart

Your Purchase will make an impact

PRODUCT	PRICE	QUANTITY	TOTAL
<div>LifeStraw Blue</div>	\$19.95	1	\$19.95

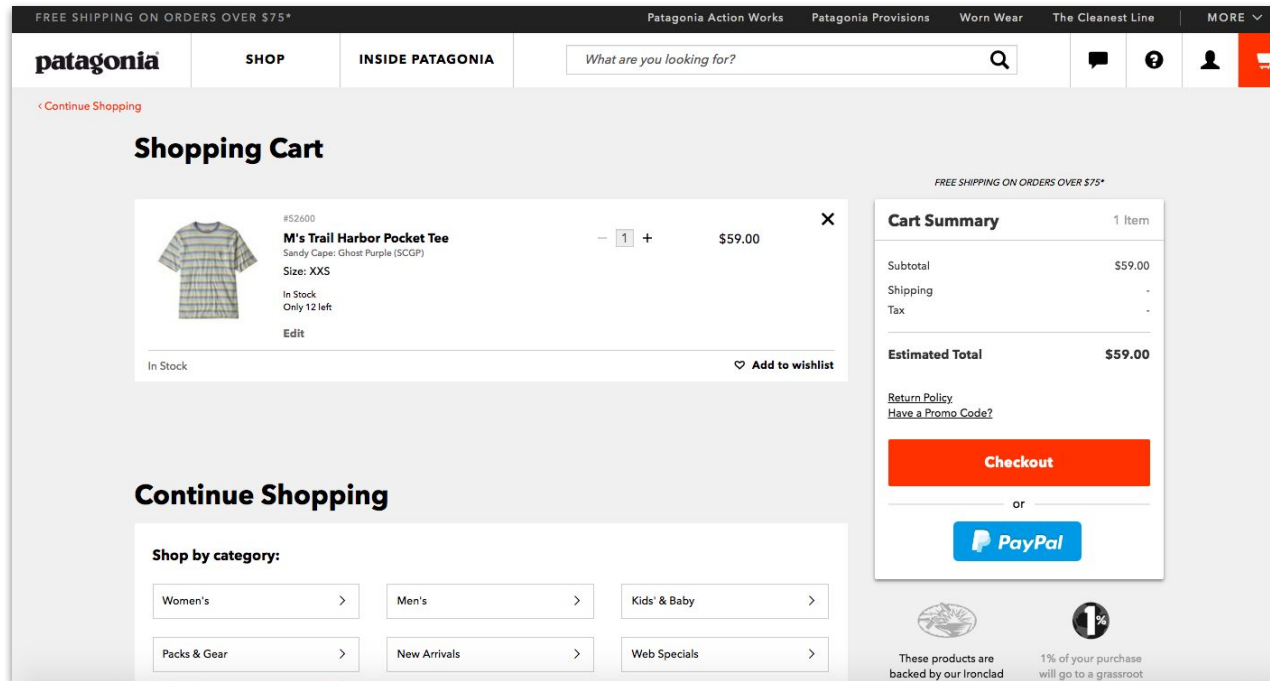
Add a donation and help fund a clean water project around the world.

\$19.95
USD

Many user testers found the humanitarian aspect of your company very attractive and felt more primed to purchase knowing their money was supporting a good cause. 14% of customer survey respondents chose Lifestraw because of your humanitarian efforts.

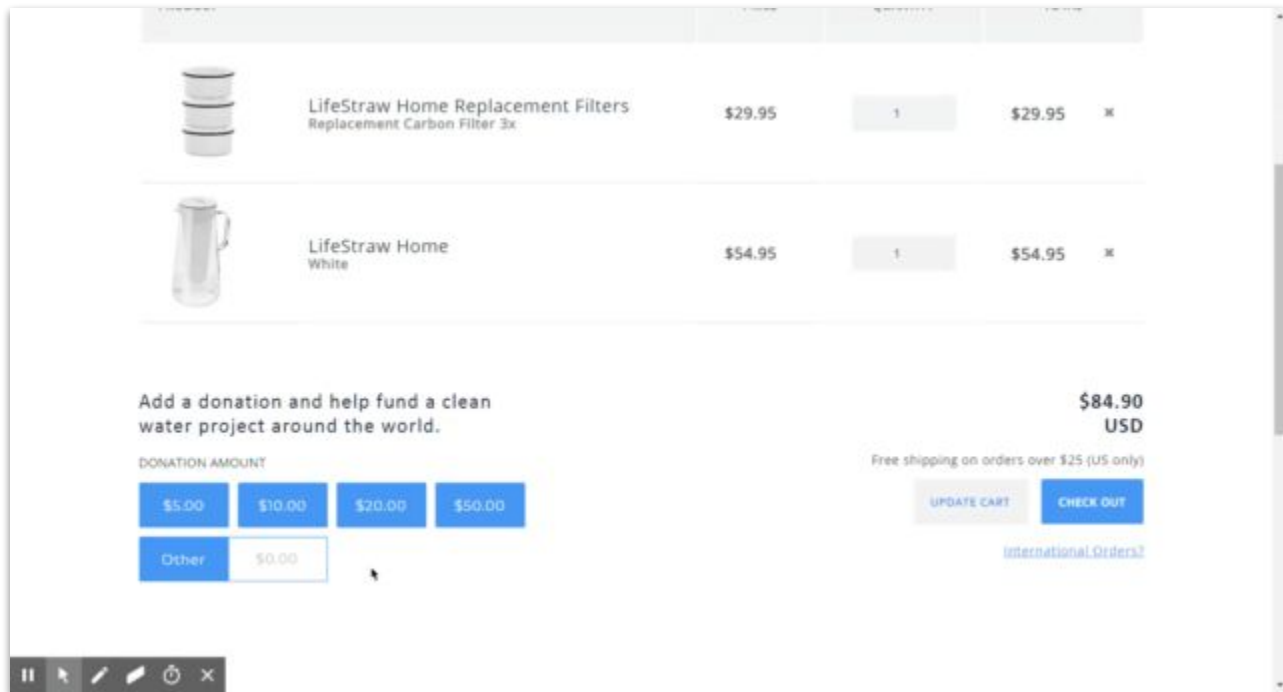
Test: Re-state your altruistic messaging on this page with a testimonial or statistic below the cart area. Tie in the donation option with the altruistic messaging (ex.: XX% of your purchase will go toward helping a child in need, Add an additional donation to support clean water?)

Cart Page - Inspiration



Patagonia: Showcases their brand's charity, presents the cart contents and order summary in an easy to digest visual hierarchy, and also presents alternative payment options early in the checkout funnel.

Cart Page



Clicking inside the “Other” donation amount field and then clicking elsewhere on the page results in the page scrolling back up to the top.

JDI: Fix this.

Cart Page



Shopping Cart

Your Purchase will make an impact

Your cart is currently empty.

[Continue browsing here.](#)

Missed opportunity on the empty cart page to allow the shopper to easily get back into a shopping flow. The link to all products is small and blends in with the rest of the text.

Test: Show recently viewed or featured/recommended products or product categories on the empty cart page instead..

Cart Page



Free shipping on orders above \$35 (US only)

\$54.95
USD

Free shipping on orders over \$25 (US only)

UPDATE CART

CHECK OUT

[International Orders?](#)



Messaging mismatch. The strip at the top says the free shipping threshold is \$35, but the micro-copy says \$25.

JDI: Ensure the the free shipping messaging is consistent everywhere it's mentioned.

Checkout Page



LifeStraw Water Filters & Purifiers

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

PayPal

Pay

Use your account

OR

Contact information

Already have an account? [Log in](#)

☒ Keep me up to date on news and exclusive offers

Shipping address

1

LifeStraw
Blue

\$19.95

Apply

Subtotal

\$19.95

Shipping

Calculated at next step

Total



USD **\$19.95**



Many user testers were confused by the “express checkout” options at the top of the page. Due to placement, they originally mistook them as being the only payment options.

Test: Moving express checkout options to the cart or making the CTAs less visually prominent on the page.

Checkout Page



	LifeStraw Home Replacement Filters Replacement Carbon Filter 3x	\$29.95
	LifeStraw Home White	\$54.95
<div>Discount code <input type="text"/></div> <div>Apply</div>		
Subtotal		\$84.90
Shipping		\$50.22
Taxes		\$6.76
Total		USD \$141.88

1.  United States	8,897 (57.62%)	8,125 (57.85%)	11,112 (57.92%)
2.  Canada	780 (5.05%)	705 (5.02%)	939 (4.89%)

Shipping to Canada is unreasonably expensive. It's almost the cost of the product over again. Analytics data shows CR for Canada is 1/5 that of US.

I was planning on purchasing this product during this analysis but changed my mind because of the shipping.


I've purchased many items from US-based e-commerce websites that shipped via USPS at a fraction of this cost.

Investigate: Look into providing lower cost shipping for Canadian shoppers.

Behavior					
Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
55.92% Avg for View: 55.92% (0.00%)	2.53 Avg for View: 2.53 (0.00%)	00:02:13 Avg for View: 00:02:13 (0.00%)	118 % of Total: 100.00% (118)	\$14,963.26 % of Total: 100.00% (\$14,963.26)	0.62% Avg for View: 0.62% (0.00%)
60.68%	2.39	00:01:55	113 (95.76%)	\$14,508.24 (96.96%)	1.02%
49.09%	3.03	00:02:56	2 (1.69%)	\$181.35 (1.21%)	0.21%

Checkout Page






1

LifeStraw Home Replacement Filters

Replacement Carbon Filter 3x

\$29.95



1

LifeStraw Home

White

\$54.95

Apply

Subtotal

\$84.90

Shipping

\$50.22

Taxes

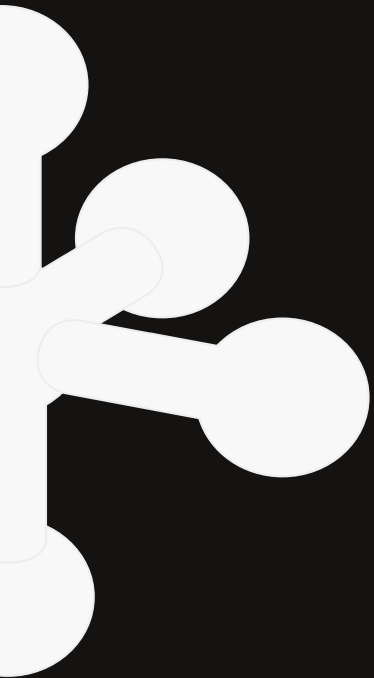
\$6.76

Total

USD **\$141.88**

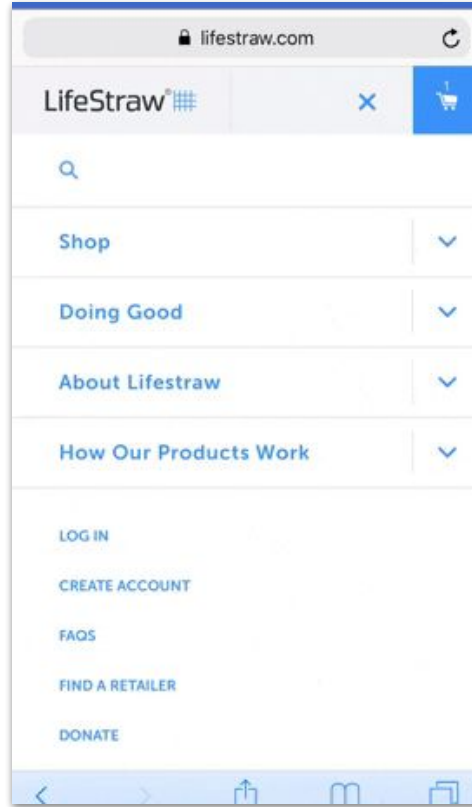
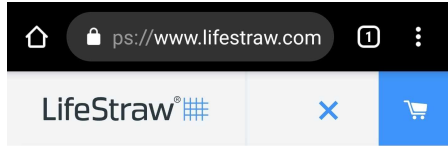
Why is tax being charged on a product being shipped to Canada?

Investigate: Look into whether it's actually necessary to charge this tax or whether the import duties would be included in the shipping cost.



Mobile Heuristics

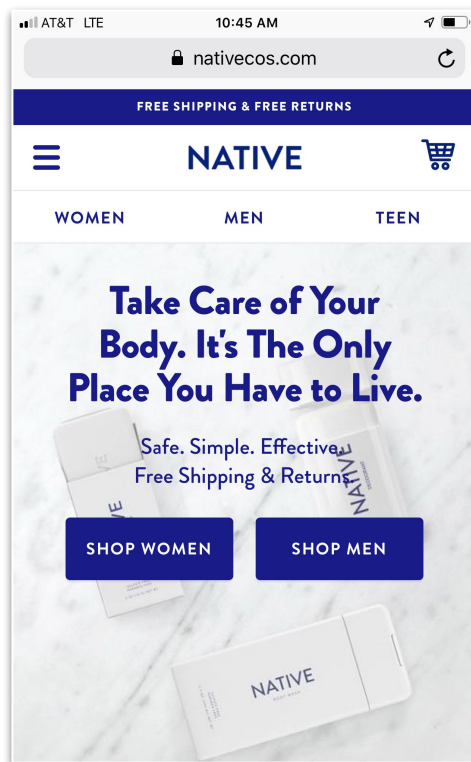
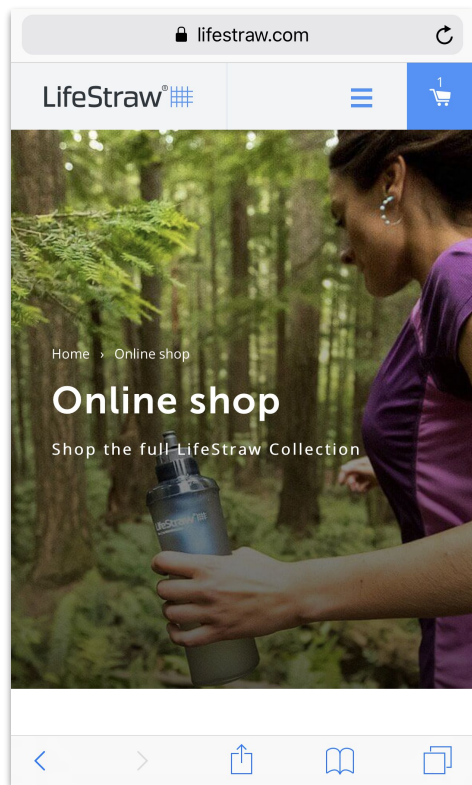
Sitewide



Search bar directs the user to a separate page when they attempt to type in the search bar field, incorporating more friction into the user experience. The search icon is missing on Android.

Test: Allowing the user to type in the search bar field or incorporating a search icon into the header section, next to the menu that populates the search page upon tap.

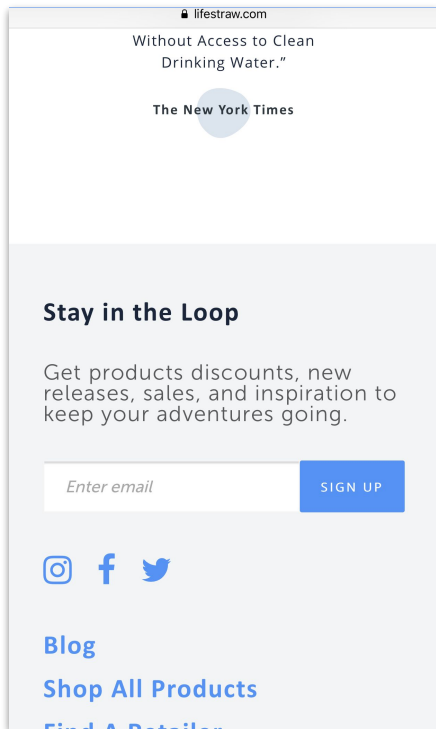
Sitewide



Free shipping threshold messaging missing on mobile screens. A couple users on user testing mentioned finding the free shipping motivating and attractive.

Test: Featuring this messaging across the site in the form of a sitewide banner. See Native for example.

Homepage

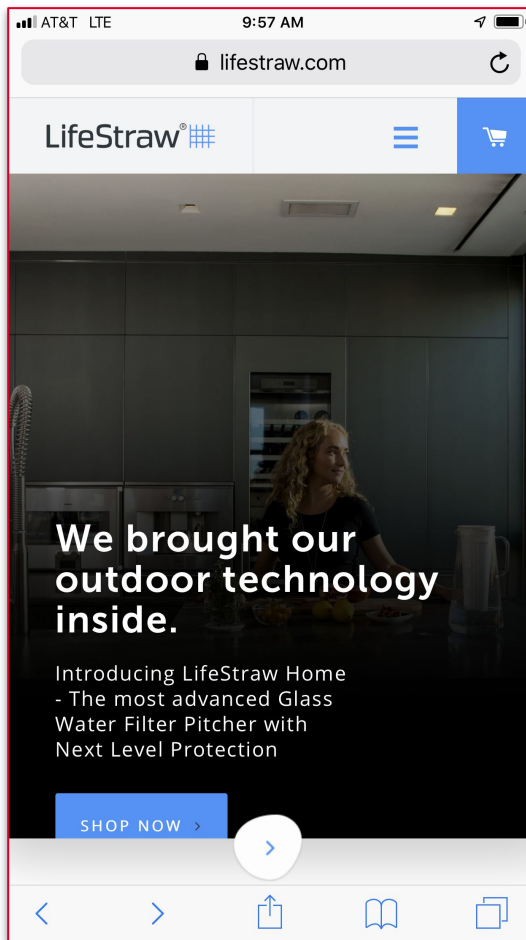
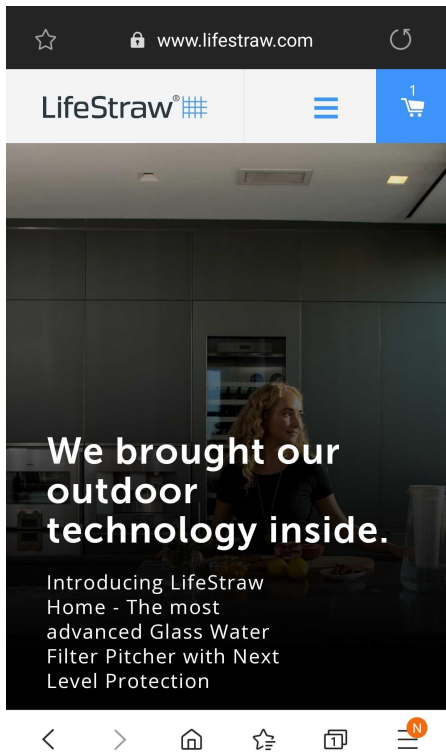


Email opt in at the base of the homepage, only being seen by less than a quarter of visitors to this page, missed opportunity to capture primed users.

Test: A couple options:

1. Moving this section higher on the page.
2. An incentivized welcome pop up offer.

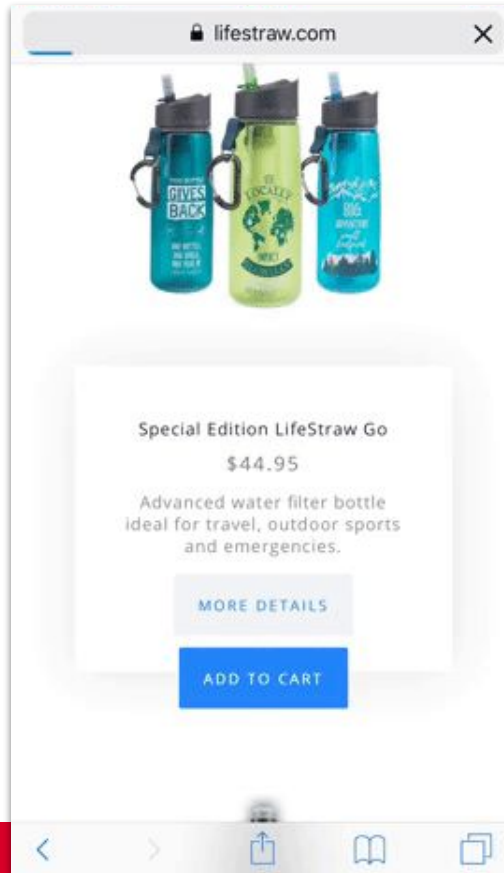
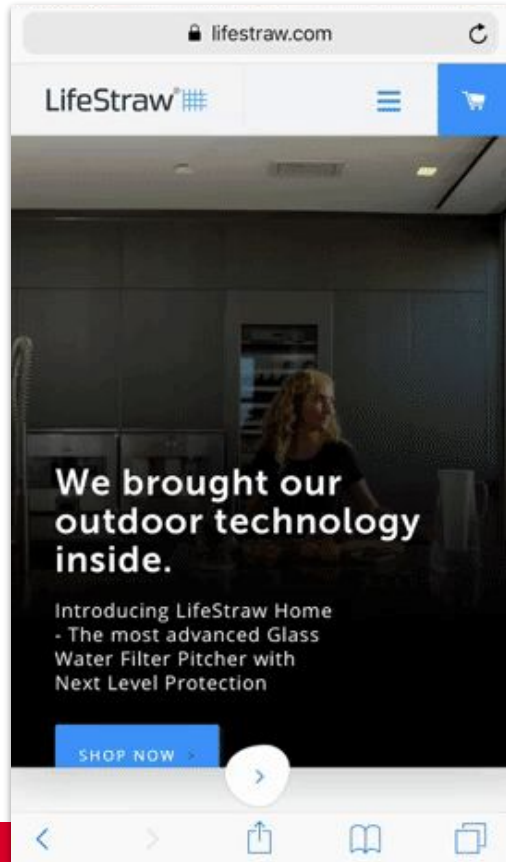
Homepage



Hero section CTA is cut off

JDI: Fix this.

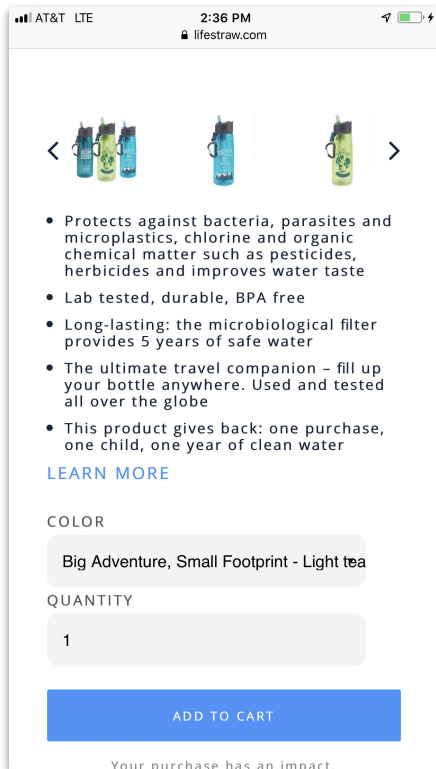
Collections & Product Detail Pages



Clicking “Add to Cart” on an item on the “Shop” Collections page does not populate the item into the cart. This issue came up on user testing as well. A few users had to go back and re-add their item to the cart.

JDI: Fix this issue.

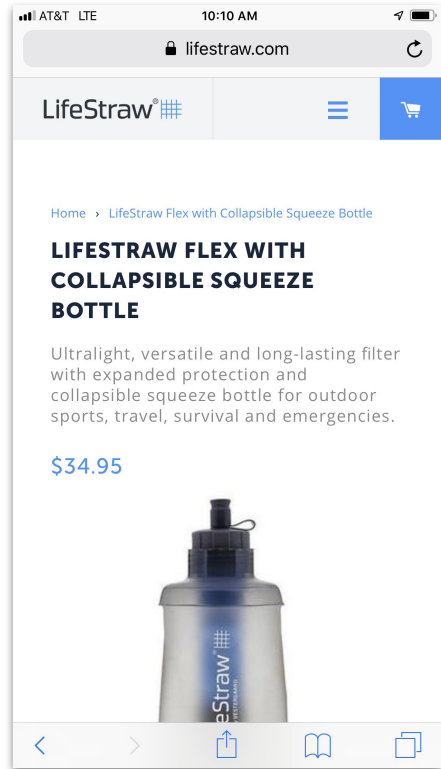
Product Detail Pages



"Learn More" directs to user reviews rather than more product specifications. Users on user testing engaged with this CTA hoping to find more filter information.

Test: Re-labeling the CTA to match user expectations ("Read Reviews") or incorporating more filter specific information into the product detail section.

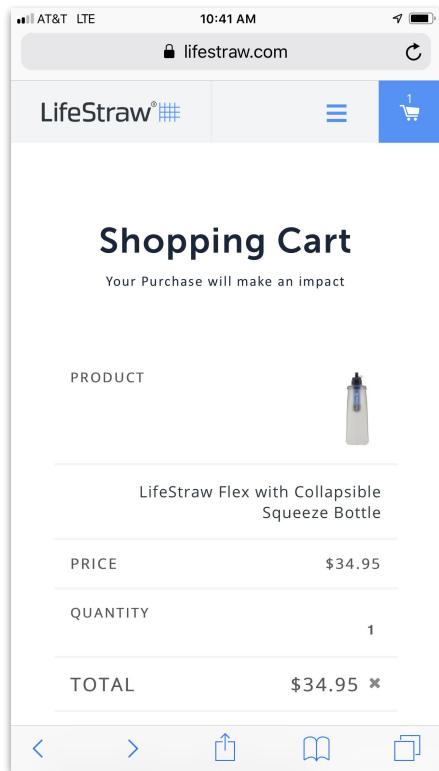
Product Detail Pages



Add to cart CTA is low on the page, only being seen by a little over 50% of visitors to this page.

Test: Condensing the product image size and moving the CTA higher up on the page.

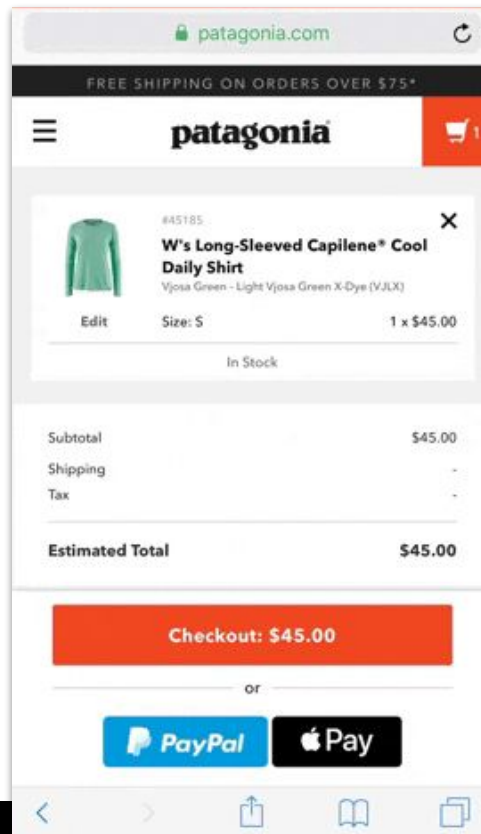
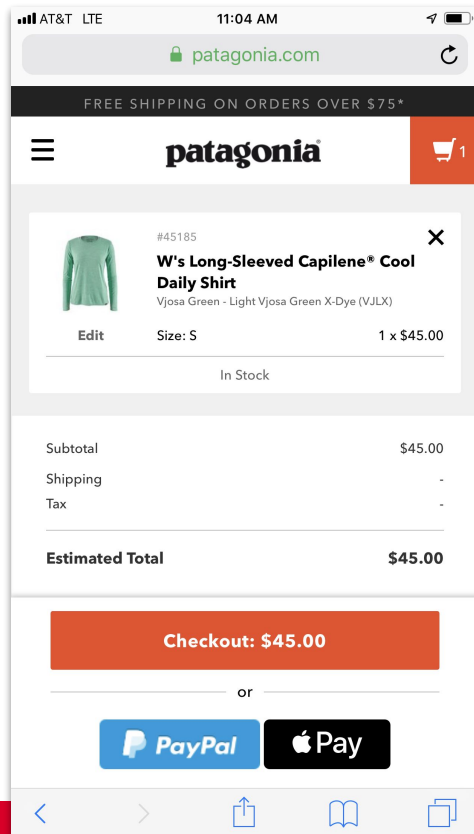
Cart Page



Checkout CTA is low on the page, only being seen by a little over 60% of visitors to this page.

Test: Condensing the cart area and incorporating a Checkout CTA affixed to the bottom of the screen. See next slide for example.

Cart Page - Inspiration



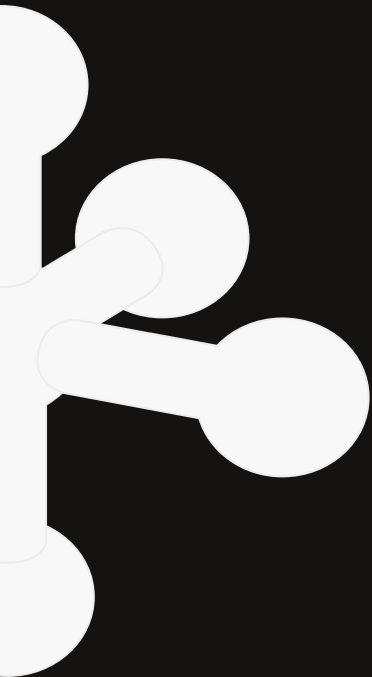
Patagonia: Makes effective use of the cart area and employs a neat, prominent Checkout CTA and express pay options affixed to the bottom of the screen. As the user scrolls down the page, their USPs, promo code, and refund policy are clearly displayed.

Checkout Pages

A screenshot of a mobile checkout form on a smartphone screen. The status bar at the top shows 'AT&T', signal strength, Wi-Fi, the time '4:37 PM', and the battery level. The browser address bar shows 'lifestraw.com'. The form fields are: 'Last name' with 'Gh', 'Company (optional)', 'Address' with '1230 East 38th 1/2 Street', 'Apartment, suite, etc. (optional)', 'City' with 'Austin', 'Country/Region' with a dropdown showing 'United States', 'State' with a dropdown showing 'Texas', and 'ZIP code' with '78722'. The 'Phone' field is highlighted with a red border and contains a question mark icon. Below it is a red error message 'Enter a valid phone number'. There is a checkbox for 'Save this information for next time' which is unchecked. A blue button labeled 'Continue to shipping method' is at the bottom, with a link '< Return to cart' below it.

80% of mobile user testers tried to bypass the phone number field when initially engaging with this form. One even remarked that they found having to provide their phone number “annoying.”

Investigate: If not absolutely essential to operations, consider removing the phone number field.



PXL & Next Steps



3 Major Benefits

1. Makes any “potential” or “impact” rating more objective
2. Helps to foster a data-informed culture
3. Makes the “ease of implementation” rating more objective

A good test idea is one that can impact user behavior. Instead of guessing what the impact might be, this framework asks you a set of questions and places value on that impact.

Scoring Criteria

Is the change above the fold?

Changes above the fold are noticed by more people, thus increasing the likelihood of the test having an impact.

Is the change noticeable under five seconds?

Show a group of people control and then variation(s). Can they tell the difference after seeing it for 5 seconds? If not, it's likely to have less impact.

Does it add or remove anything?

Bigger changes like removing distractions or adding key information tends to have more impact.

Running on high traffic page(s)?

Relative improvements on a high traffic page results in more absolute dollars.

This system was developed under the premise of a binary scale; you have to choose one or the other. For most variables (unless otherwise noted), you'd choose either a 0 or a 1.

We also wanted to weigh certain variables by importance – how noticeable the change is, if something is added/removed, and ease of implementation. On these variables, we specifically say how things changed. For instance, on the Noticeability of the Change variable, you'd either mark it a 2 or a 0.

Impact

Above the fold?

0 - No, 0.5 - Can Be, 1 - Yes

Noticeable within 5 sec?

0 - No, 2 - Yes

Adding or removing an element?

0 - No, 2 - Yes

Designed to increase user motivation?

Running on high traffic page(s)?

Confidence

Addressing an issue discovered via:

- User testing?
- Qualitative feedback (surveys, polls, interviews)?
- Digital analytics?
- Mouse tracking, heatmaps, or eye tracking?

Effort

Ease of implementation

Less than 4 hrs - 3

Up to 8 hrs - 2

Under 2 days - 1

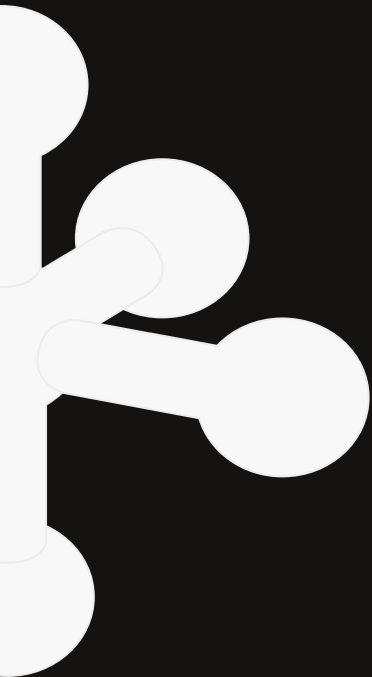
More - 0

PXL	Corresponding Slide (RXL)	Page	Device	Bucket	Above the fold? 0-NO 0.5-CAN BE 1-YES	Noticeable within 5 sec? (2-YES, 0-NO)	Adding or removing an element? (0 or 2)	Designed to increase user motivation?	Running on high traffic page(s)?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESULT
Remove carousels (avoid carousels all together)	12	Homepage	All	JDI	1	2	0	1	1	0	0	0	1	3	9
Add a CTA above the cart summary	37	Cart	Desktop	Test	1	2	2	1	0	1	0	0	1	3	11
Implement quicklinks, local navigation, and content accordions	23	Homepage	Mobile	Test	0.5	2	2	1	1	1	0	0	0	2	9.5

Next Steps

1. Adaptation & delivery of the PXL roadmap
2. Develop high-impact hypotheses, based on PXL, and run A/B tests to determine which approach works best
3. Run an A/B test on your site based on PXL scoring





Appendix

Exit Poll | Raw Data

[Link to Google Sheets](#)

- Summary tab: All summarized responses
- Coded responses tab: The codified responses
- Raw tab - All the raw data

User Testing | Raw Data

[Link to Google Sheets](#)

- User Demographics tab: Summary of who was targeted, their demographic information, testing tasks and screener question.
- Mobile tab: Mobile users' behavior by user/task
- Desktop tab: Desktop users' behavior by user/task

Customer Survey | Raw Data

[Link to Google Sheets](#)

- Raw data tab: The raw responses
- Questions 1-10 tabs: The codified responses per question
- Summary tab: All summarized responses per question