Business Value Breakdown - Figure 1

**Breakdown of Conversion Rates**
What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
3. Understand why users convert—what are their goals, wants and needs.
4. Socialize what our customer needs are to get the team on board.
5. More closely marry our product to users' needs.

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Hubert Experience Design
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Breakdown of Conversion Rates
What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
   - Wireframes
   - User Flows
   - Usability Testing
   - Quantitative Research

2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.

3. Understand why users convert—what are their goals, wants and needs.

4. Socialize user needs with greater team.

5. More closely marry our product to users' needs.

Legend
- A Currently Doing
- A Gap

Mapping Current Activities - Figure 4
Breakdown of Conversion Rates
What do we need to do to ensure higher conversion rates?

1. Ensure it's easy to make a purchase.
   - Wireframes
   - User Flows
   - Usability Testing
   - Quantitative Research

2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
   - Qualitative Research
   - Wireframes
   - Flows
   - Quantitative Research

3. Understand why users convert—what are their goals, wants and needs.
   - Qualitative Research

4. Socialize user needs with greater team.
   - Personas

5. More closely marry our product to users' needs.
   - Scenarios
   - Customer Journeys

Legend
A: Currently Doing
A: Gap

Mapping Gaps - Figure 5
1. Ensure it's easy to make a purchase.
   - Wireframes
   - User Flows
   - Usability Testing
   - Quantitative Research

2. Ensure that users are aware of how to make a purchase—where to click to initiate a purchase, how to see what they're purchasing, and how to complete the purchase.
   - Qualitative Research
   - Wireframes
   - Flows
   - Quantitative Research

3. Understand why users convert—what are their goals, wants and needs.
   - Qualitative Research

4. Socialize user needs with greater team.
   - Personas

5. More closely marry our product to users' needs.
   - Scenarios
   - Customer Journeys

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**Breakdown of Conversion Rates**

**Legend**

- A Currently Doing
- A Gap

- Satisfaction survey
- Conversion rates
- Team surveys
- User interviews
- Ethnographic studies
- Effectiveness ratios
- Efficiency ratios
- Usability testing

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**User Experience Activity**

- Wireframes
- Flows
- Quantitative Research
- Qualitative Research
- Personas
- Scenarios
- Customer Journeys

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**Business Value**

- Socialize users' needs with greater team
- Understand why users convert
- Aware of how to make a purchase

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**High = 5**

- More closely marry product to users' needs

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**Low = 1**

- Easy to make a purchase

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**Showing Metrics - Figure 6**