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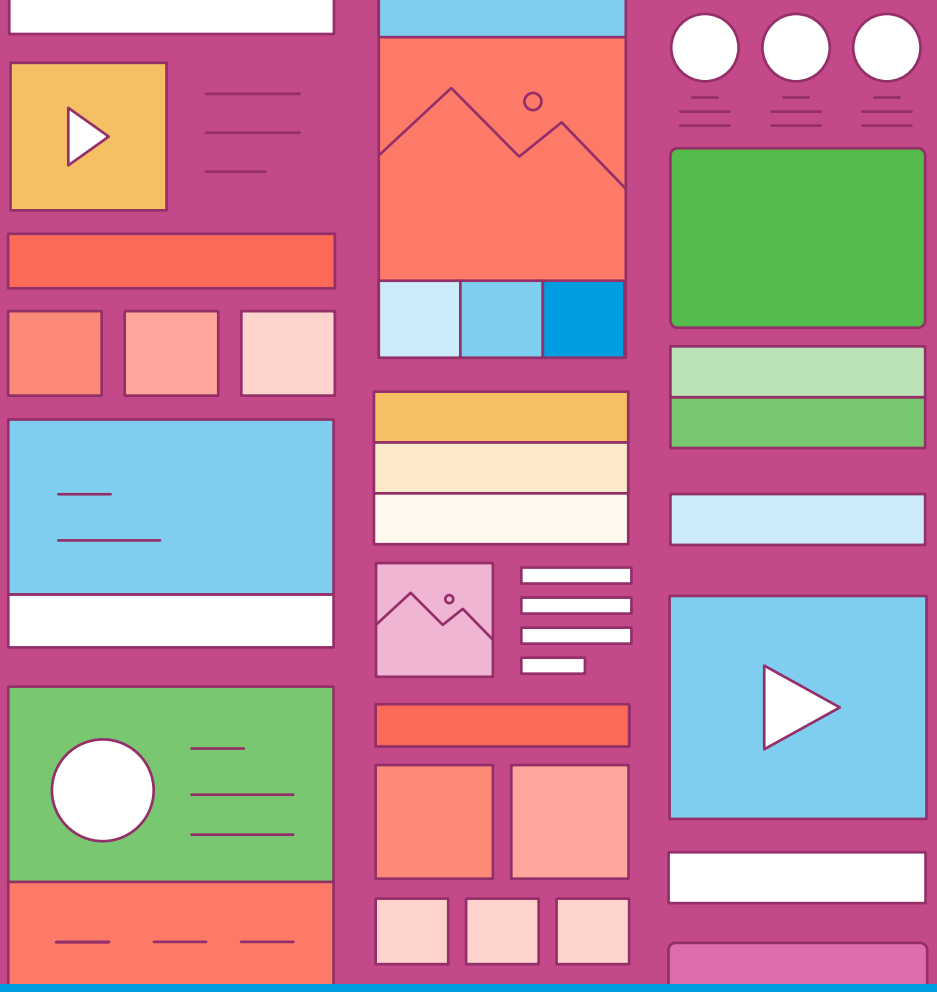

Master Your Next Website Redesign

Reduce risk, align your team and and use experimentation to build confidence in your next website redesign launch


Optimizely

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Introduction

Your website is an important lever for your business's revenue, user engagement, and growth, and a redesign is a high-impact way to improve your company's brand and reach its targets.

But the redesign process is fraught with risk and uncertainty.

Users may behave counterintuitively and react to change in ways you don't expect. How do you know if your design decisions will pay off? Will your current users adapt positively to the changes, or abandon you? Will new users be able to clearly understand what your company does? Will your new calls to action (CTAs) be easy to follow, or will new experiences and steps lead to confusion and declines in key metrics?

These questions matter, because redesigns require major resource investments in time, money, and human capital. And at a bigger company, the stakes can become even higher as the project takes longer and the price tag of the new design increases.

Many companies will take a gamble on their redesign, without taking steps to mitigate the risks. They change everything all at once and hope that launch day goes well. They might rely solely on intuition, gut feelings, and executives' personal preferences to inform their design decisions.

While instincts are an integral part of the redesign process, they're only useful if the user behavior data backs them up. Sometimes, an untested redesign isn't the best experience for visitors and users, and by the time a company sees the proof in the data, the damage has already been done.

A data-driven redesign mitigates this business risk through experimentation and iteration.

While instincts are an integral part of the redesign process, they're only useful if the user behavior data backs them up.

Those that succeed in experimentation and leveraging data throughout their redesign process will consistently see higher revenue and deeper engagement with their audiences. They tackle specific business problems tied to key website metrics, then embark on a redesign process with focused experiments on incremental changes before, during, and after their new website launch.

The only way metrics are going to improve after a redesign is if you solve real problems with your current design, without breaking the things you are currently doing right.

Otherwise, you are simply introducing change for change's sake. And change is risky.

RYAN GARNER,
CO-FOUNDER, CLEARHEAD

clearhead

By using website experimentation, you can reduce the risk associated with your redesign and rely on data to drive your decision-making. This guide is a framework to help you do just that.

In this guide, you'll find:

1. A step-by step overview of a successful website redesign process
2. How to program success into the process with experimentation
3. 7 best-practice strategies for data-driven redesign
4. Case studies from companies that have done it well—or made crushing mistakes

Let's start by looking at an example of a data-driven website design done well. An early Netflix redesign of their streaming service was great for business, but you'd only know it by looking at the data.

NETFLIX

Netflix listened to testing data—and saw 2.5x retention and 4.5x engagement increase

When Netflix decided to **redesign their streaming interface** in 2011, there was a lot at stake. With 24 million members, any decrease in movie and TV show streaming would have a devastating business impact, and could have prohibited future success. However, since experimentation is a core strategy that Netflix uses to guide its decisions, the company has succeeded in accelerating its growth and crossed the 75 million user mark in early 2016.

As part of their streaming redesign, the Netflix team prototyped a new interface and A/B tested it on a small subset of members. They focused on two key business metrics, retention and engagement, and saw significant improvements (2.5x and 4.5x basis points, respectively).

The redesigned experience launched and, to their surprise, the public lashed out and the media jumped at the opportunity to play up the backlash.

But when Netflix took a second look at the data once the interface was public, the metrics were clear: users watched more movies and TV shows with the new design and were not canceling their subscriptions. So they stuck to their guns and kept the redesign.

Without these numbers and history of experimentation, they might have listened to the backlash and left a lot of revenue and growth opportunity on the table.

According to Netflix, the metrics tell the truth, not a vocal minority of users.

2.5%

Increase in Retention

4.5%

Engagement Increase

“I think it’s really important in an A/B testing organization, or any data-driven organization, to just hold true to the philosophy that the data is what matters,”

BRYAN GUMM, MANAGER OF EXPERIMENTATION, NETFLIX

NETFLIX

PART 1:

What Does the Redesign Process Look Like?

Let's look at how a website redesign might unfold. In the next section, we'll show you how to use experimentation at different points in the redesign process to ensure that your new site meets your business goals while reducing potential downside or risk.

Website redesigns are not one-size-fits-all. Every industry and individual company uses website redesigns to meet different business goals and solve different problems. They also approach the process with a different set of tools and resources in their tool belt—time, money, human capital, technical limitations, and agency or consultative help from outside the company.

Website redesigns are not one-size-fits-all.

01 Assess & Set Goals

The goal of this phase is to identify and document the pain points of your current website, and to clarify the goals of your new website design and architecture

Identifying Pain Points

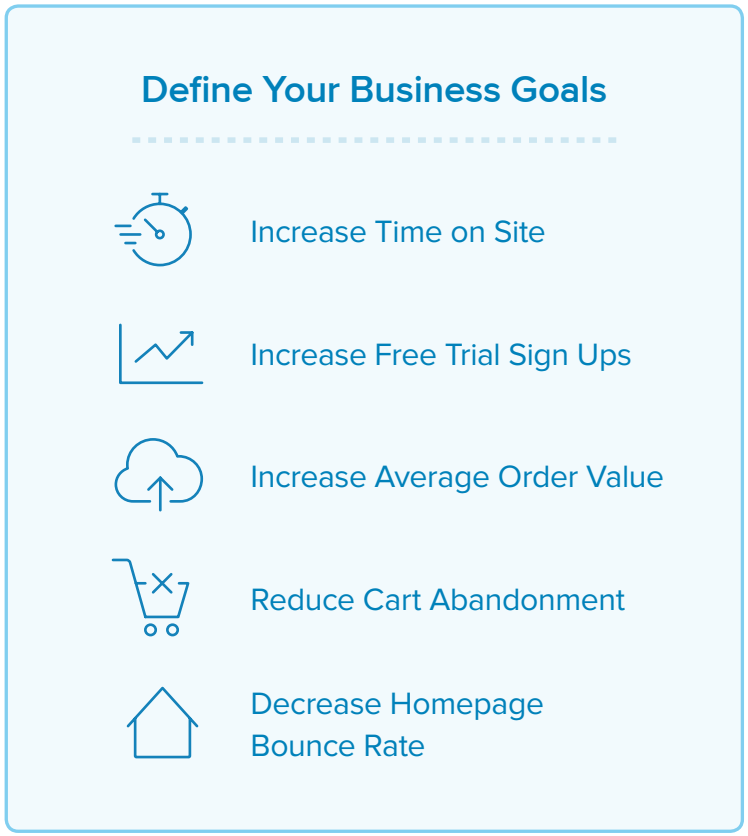
One pain point that often inspires a redesign is negative feedback from customers. Perhaps they tell you that your website is difficult to use, or issues bubble up through your customer support channels and help center forums.

Another pain point could surface in the data: perhaps you're not hitting the numbers you need to meet your business goals. For example:

- A B2B website needs a higher conversion rate from visitor to new free trial signups to grow potential pipeline for the sales team.
- An e-commerce website wants to increase the average order value (AOV) for each customer that checks out and promote higher-margin items.
- A media website wants more readers to click on stories and watch videos beyond the initial homepage visit.

Here at Optimizely, we decided to redesign our very own user community, **Optiverse**. We were getting user feedback, like "Feels clunky and the design is boring" and "The website hierarchy is non-existent." Yikes! We had also been tracking data on the website for about a year, and saw that the engagement numbers weren't where we wanted them to be.

We decided to work with an agency partner on a full-scale redesign for the community website to adequately address the feedback and quantitative performance. In other phases, you'll see some other outputs and milestones from that redesign process.



Setting Goals

The best place to start any new website experiment is off the page entirely: define your business goals.

Make sure they address the pain points from phase 1.

- B2B goal: Increase new free trial signups.
- E-commerce goal: Increase the average order value (AOV) of each checkout.
- Media goal: Reduce homepage bounce rate and increase time spent on other pages.

For the Optiverse community, our objectives were to:

- Increase user activity (number of posts, likes, and greater time on site)
- Make our Optimizely Academy's lessons more interactive, and make it easier for people to browse the Knowledge Base and find answers before needing to contact us.

02 Collect Inputs

Conduct Research

An important part of the the redesign process is doing copious research to confirm your hypotheses and increase your confidence that what you *think* needs to be changed actually needs work. Do research by looking at your existing website analytics data and by talking to customers.

Site analytics

Ideally, you've been tracking user activity on your current site, so that your analytics can validate your instincts and user feedback with concrete data. This also helps you find big opportunities for improvement and high-priority areas for experimentation, like spots where users abandon your site.

User research

Conduct interviews with customers. Ask customers and users why they came to the site in the first place, what information and products they were looking for, and more. You might also use recorded user testing sessions (like **UserTesting.com**) to watch people interact with the site and validate the pain points that you've identified. This is an opportunity for very detailed research and findings, but depends entirely on the scope of your project and the resources you have available. More information will only strengthen the eventual new designs, and can provide insights that help with understanding future experiments.

Ideally, you've been tracking user activity on your current site, so that your analytics can validate your instincts and user feedback with concrete data.

Developing a User Experience Brief

A user experience brief is a document that brings together your website challenges and goals into one place, uniting cross-functional teams around common objectives and serving as a guiding light throughout the redesign (no matter how many times you change course).

This step is a smart upfront investment to set yourself up for success. Don't skimp here.

For the Optiverse redesign, we worked with an external agency to put together a brief that detailed the current website's pain points, spelled out goals, highlighted our aspirations of the new website, and clarified focus areas. We also mapped out user behaviors and desires for each of the different audience groups we serve with the Optiverse. (Learn more about UX briefs and mapping **here**.)

Website Redesign Brief Checklist:

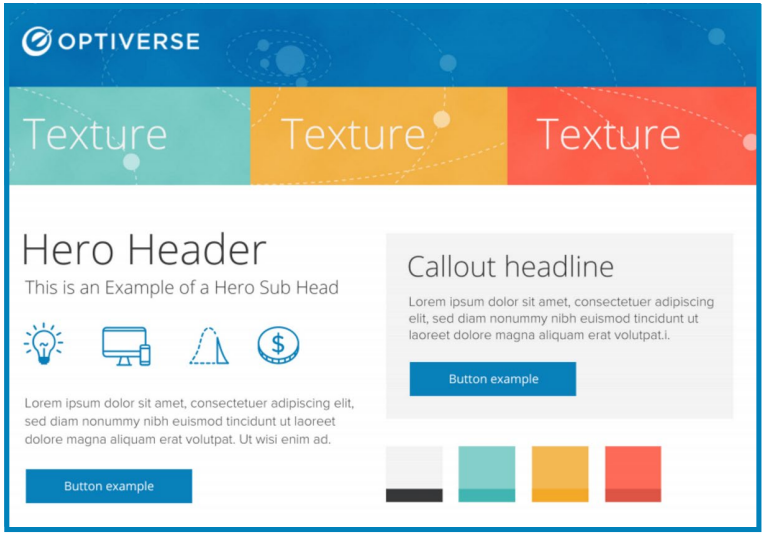
- Challenges with Current Site
- User Pain Points
- Project Goals
- Website Redesign Objectives
- Audience Group Definitions
- Desired User Experience for Audience Groups

03 Develop Visual Identity

This is the fun stage: solidifying the emotional and visual identity for your new site. In this stage, decide on principles and attributes you want your site to convey, and how your tone and mood will come across through your color palette, iconography, and typography. The outcome of this process is a style guide or style tiles that match the look and feel you want.

At this stage, some companies may leverage an external agency to help identify the key attributes and visual tone of your brand that should be embedded throughout your redesigned site. Again, it completely depends on your redesign timeline, budget, and scope of properties getting redesigned.

Here's a style tile that the agency created for the Optiverse based on the six principles we wanted our site to embody: Helpful, Educational, Trustworthy, Industry Leading, Thought-Provoking and Interactive.



04 Content Creation

Take an initial pass at the content you'd like to include on the site. This might mean creating a high-level information architecture, identifying what content each page needs to have, creating headlines and subheadings, and noting any required calls-to-action.

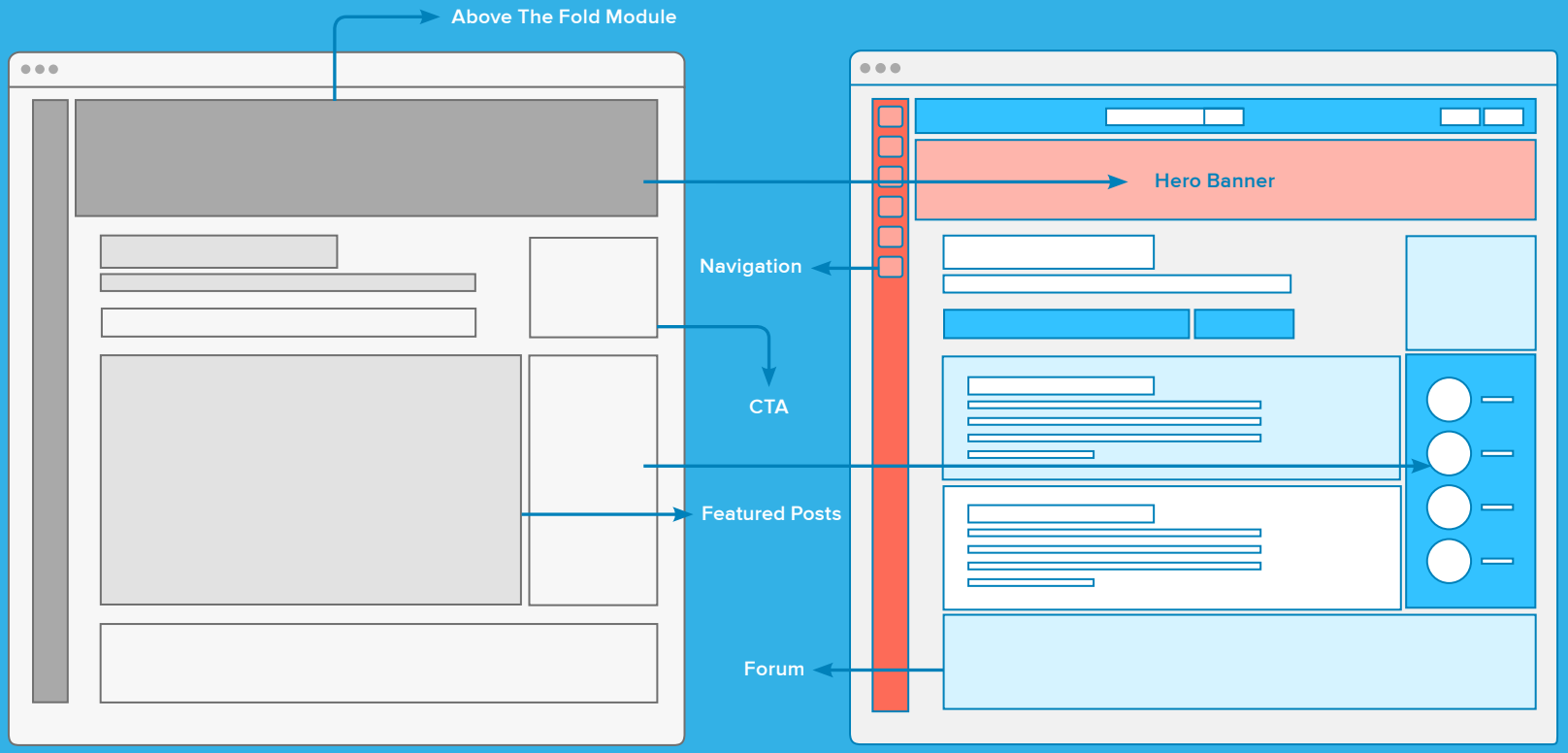
This content provides a foundation for creating wireframes in the next step, but text certainly doesn't need to be final at this point, and you can build out the content and prototypes in tandem as you move forward.

*For unique cases like media companies, this step might include choosing categories and types of content that need to be included in the design, leaving room for the content to change on a daily or minute-by-minute basis.

This content provides a foundation for creating wireframes in the next step

05 Prototyping & Design Wireframes

Prototype your site with low-fidelity mockups, or wireframes. Wireframes are quick and low-cost to produce, with plenty of easy-to-use tools available to create them (like OmniGraffle). Create a wireframe for each of your site's pages that are part of the redesign, highlighting elements like images, headings, body copy, calls-to-action, and site navigation.



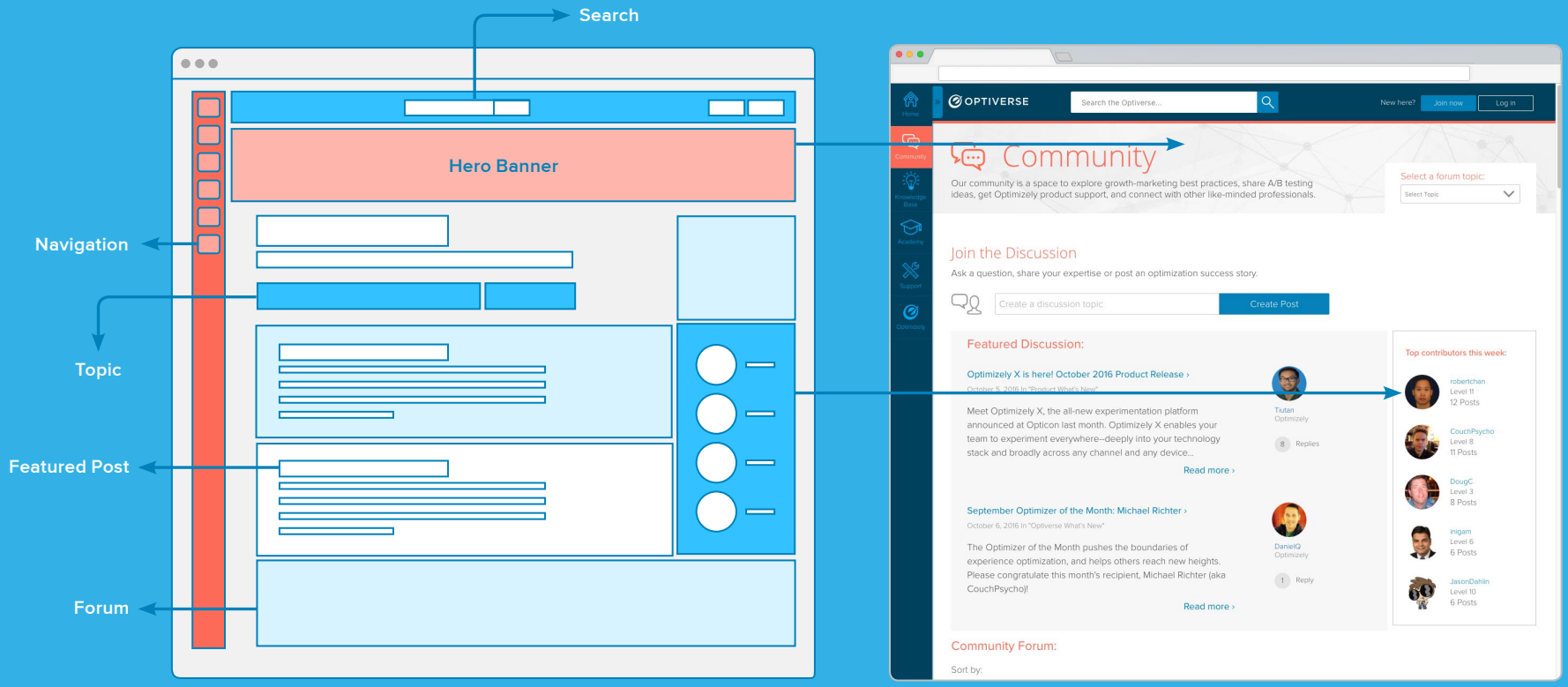
Low-Fidelity Wireframe

Refined Wireframe

Visual Design

The next stage is where the new design really comes to life. Color palettes, textures, and UI components fill in the wireframes to create detailed, high-fidelity mocks of the actual new pages.

It's very common to iterate between the high-fidelity designed pages and low-fidelity wireframe in this phase, because creating mocks often shines a light on solutions and opportunities that just weren't apparent in the wireframes. Go back and change the prototypes as needed, then bring them back to hi-fidelity design.



Refined Wireframe **Static Mock Up**

06 Development & QA

Once the design is ready, it's time to code the site. This process can vary greatly in scope, and will depend on whether the underlying technology powering your site is remaining unchanged or getting an overhaul as part of the redesign project.

As the site is being coded, make sure analytics are in place to track the events you're interested in analyzing, and build in hooks so that it's easy to experiment with elements of the site later. Develop exit criteria to ensure all site functionality is performing as expected, and ensure that your QA process is well-documented and followed to a 'T'.

As the site is being coded, make sure analytics are in place to track the events you're interested in analyzing.

07 Launch

It’s launch time!

If your product and engineering teams don’t already have a deployment process in place, research best practices for introducing the new site design to users to mitigate the risk of bugs, performance issues, and have a plan for unexpected user behaviors. An emergency rollback plan is an important procedure to have agreed upon and documented before the go-live date.

Launch and celebrate....

...then get back to work, because a great redesign doesn’t end here. It’s time to collect data on how the new site is performing, compare it with your original objectives and goals, and start the process of refining and optimizing components of your new site.

PART 2:

How Does Experimentation Fit In?

Now, let's talk about how experimentation and data fit in with the website redesign process.

A common mistake that companies make with redesigns is only running experiments on their site *after* a launch. This approach is fine until you want to understand why key website metrics aren't improving, or worse yet, have started to decline. With the vast number of website changes made during the redesign process, it is nearly impossible to isolate the root cause of declining metrics and the solution becomes rolling back the new site entirely.

On the other hand, infusing your website redesign process with experimentation enables you to iteratively experiment with new UX, design, and messaging elements--helping you establish confidence one change at a time.

Here's a cautionary tale from a company that didn't use incremental experimentation data during their site redesign process, resulting in a highly publicized crash-and-burn launch.

Experimentation enables you to iteratively experiment with new UX, design, and messaging elements.

Here's a cautionary tale from a company that didn't use incremental test data during their site redesign process, resulting in a highly publicized crash-and-burn launch.

CASE STUDY:

digg

Digg's Big Bang Redesign Launch—that Lost 25% of their Audience

Digg, which had been the #1 social bookmarking site for years, experienced a very public redesign launch—and subsequent flop.

To take advantage of an industry trend toward social networking, they planned a redesign that bundled many fundamental changes into one big launch: a new UI, a new backend, and a new content algorithm to emphasize social activity.

What's more, they weren't testing these changes as they went—they had planned to test *after* launch instead of leveraging a phased rollout.

The new site fared terribly with the public, despite the positive user feedback in pre-launch betas. And the backend couldn't handle the site traffic so it buckled on launch day. With all these issues taken together, some reports said that **Digg lost a quarter to a third of their audience** with the redesign—a 26% decrease in traffic in the US and 34% in the UK.

Later site designs, after being tested, were better received, and Digg regained some of its status and is faring well today. But they didn't escape a huge hit in their market valuation.

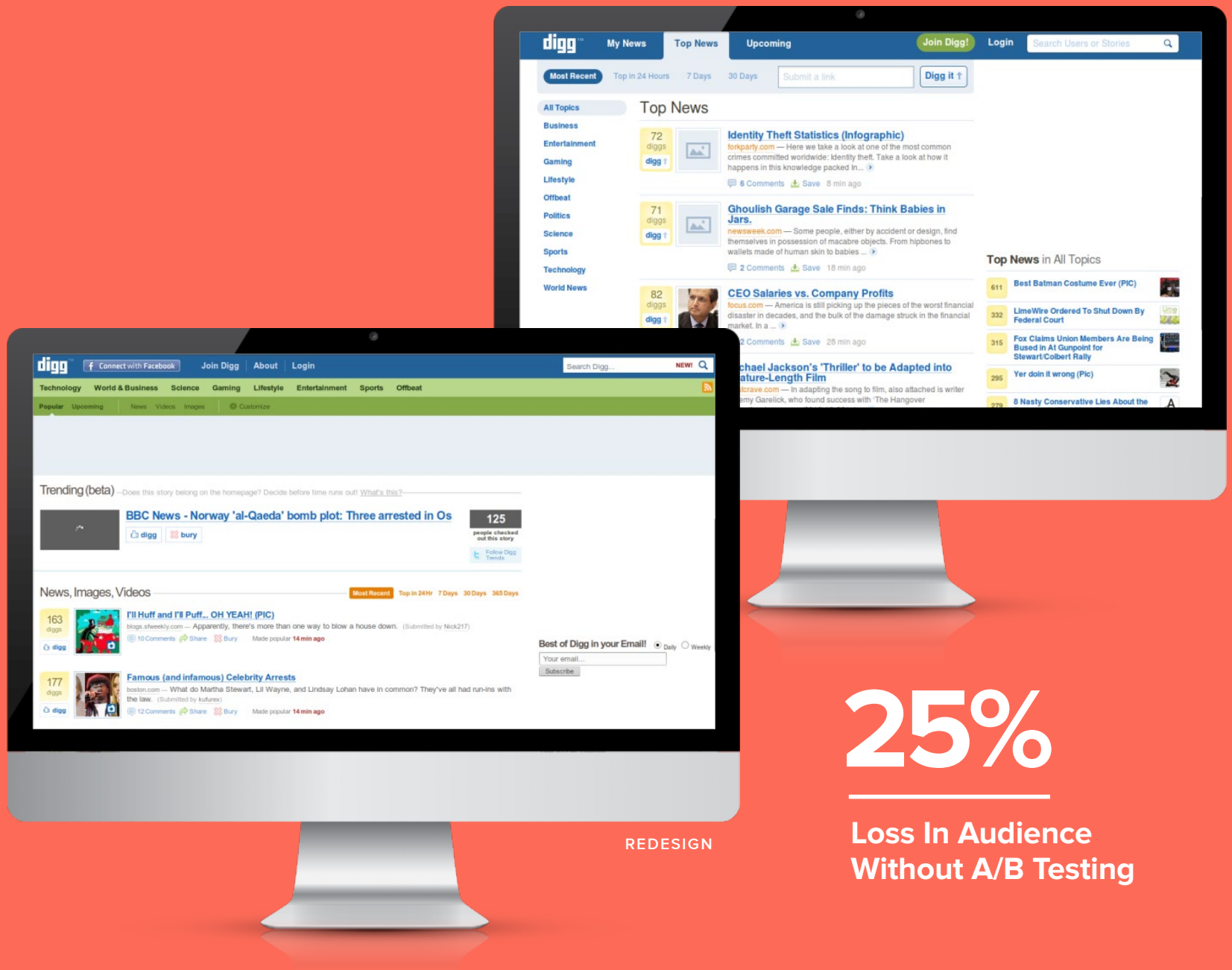
The lesson?

"A big-bang launch in today's era of continuous development is just a bad idea. To me, that's the power of A/B testing: that you can make this big bet but reduce the risk out of it as much as possible by incrementally testing each new feature."

KEVAL DESAI,
VP OF PRODUCT, DIGG

digg

ORIGINAL



REDESIGN

25%

Loss In Audience Without A/B Testing

What is experimentation?

Let's take a look at how to use experimentation to avoid the fate of a failed launch and instead positively impact the business metrics that matter and meet the goals of your redesign project.

Experimentation typically involves three components that can be used together: A/B testing, conversion rate optimization (CRO), and personalization.

3 Components of Website Experimentation

A/B Testing

An A/B test (which can also be referred to as **split testing**) compares two elements of your web page or app to determine which version performs better.

A/B tests take out the guesswork of a highly subjective set of decisions about which designs, messages, creative, or UX will engage users. Testing makes redesigns less risky, particularly in the launch phase of a new design: by testing a change (whether tiny or radical) on only a segment of your web traffic, you can make sure it's safe before rolling it out to all site visitors.

Experimenting to validate changes introduces predictability into the redesign process, which can help ensure the success of the redesign initiative compared to the previous site experience. For example, Code.org **tested its call-to-action messaging** before rolling it out broadly, and saw a 29% increase in user signups—a total of eight million additional signups for one campaign.

Conversion Rate Optimization

Conversion rate optimization (CRO) is a structured process to improve how your website visitors flow through your purchase or engagement funnel and ultimately convert—with conversion defined as the desired visitor action that supports a business goal, like case study downloads, purchases, or signups through a form.

CRO is a way to increase the conversions from people who already visit your site, which increases ROI without spending additional money on traffic acquisition.

One portion of conversion rate optimization is A/B testing different messages and visual components of your site. (For example, see **how Trunk Club optimized their** sign-up form).

But more broadly, it's about examining your entire customer journey, finding the spots where users get stuck, and systematically removing those blocks.

Personalization

Personalization is a strategy for tailoring your website to an individual visitor based on what you know about their tastes and motivations. The more tailored an experience is, the more likely it is that a visitor will engage with your site.

Think of Netflix, which **recommends movies and shows** for their customers to watch based on what they've watched before. Their targeted content recommendations are responsible for high engagement and ongoing subscription loyalty. "Accurately predicting the movies Netflix members will love is a key component of our service," said Dr. Neil Hunt, the company's Chief Product Officer.V

How to embed experimentation and data into your redesign process

Incorporate experimentation principles before, during, and after your site redesign, to validate new concepts, make data-informed choices, and reduce the risk and uncertainty of a large change as you approach your launch date.

This lets you try out new ideas on your existing visitors, pinpoint what's not working on your old site and iterate on it, and improve on what's working instead of inadvertently doing away with it.

1.

Before you bring a new website design to life

Before you commit to a new website design and mock it up in the wireframe stages, leverage your analytics to identify valuable areas for improvement. Experiment to determine the types of changes that could have an impact on your conversion rates or other key metrics.

At the same time, incorporate feedback from customer interviews to ensure you have qualitative customer feedback on the redesign plans. You can run experiments on your existing site to validate ideas for changes and try out personalization on a small scale to validate the strategy and initial audiences.

2.

During the new site design process

Validate new ideas as new design elements are created by experimenting with small components on your existing site. For example, you might experiment with a new navigation element on your current site to make sure it's a change you want to explore and refine further in your wireframes and mockups. A/B tests can also resolve design disagreements among teammates, creatives, and executives. Conduct more qualitative user research, and identify potential areas for improvement to iterate on design concepts.

3.

After launch

Do a **redirect experiment** to confirm the new site variation performs better compared to the original site. For example, Optimizely can redirect users visiting the Optiverse to either a new URL or the old site. It then tracks the on-site engagement and conversions so you can see whether your new site did better overall.

Ideally, a redesign continues well after your initial launch. Keep experimenting with new elements. It's a good idea to keep a backlog list of experiment ideas you want to run but didn't get to before the new site launch. And when it comes to diagnosing potential challenges, there's no substitute for experimenting on something in a live setting.

Data Driven Redesign Snapshot

01 **Assess & Set Goals**	02 **Collect Inputs**	03 **Visual Identity**	04 **Content Creation**	05 **Prototyping & Design**	06 **Development & QA**	07 **Launch**
Identify pain points Validate with customer feedback Set goals for redesign that map to company goals	Conduct research Consolidate site analytics findings and user research Produce user experience brief	Identify brand personality attributes Determine color palettes, textures, and other visuals	Determine content needed for pages in scope of redesign Determine information architecture, messaging, and CTAs	Create and iterate through wireframes Develop high-fidelity visual mocks for development	Develop new pages Check for bugs in QA process Develop exit criteria to determine when site is launch-ready	Deploy redesigned site Monitor performance Begin next wave of experimentation
ONGOING EXPERIMENTATION						
Align conversion goals to redesign goals Surface under-performing audiences Surface pain points addressed by prior experiment hypotheses	Incorporate prior experience findings into user experience brief Prepare to question assumptions and use data from experiments as guiding input	Experiment with color palettes and visuals with current audience to determine conversion impact Make decisions about visual style tradeoffs based on experiments	Experiment to make informed choices about navigation and information architecture changes Experiment with new messaging and CTAs for high-profile pages	Validate wireframe layouts by experimentation with current site design	Add testing hooks to website code to make further experimentation easier Prepare first set of experiments for live production site	Launch as an experiment to measure performance Gradually roll out site to new audiences or to larger portions of website traffic

PART 3:

Best Practices for Success

01 Set Clear Goals. Always ask "why?"

The planning and goal-setting phases of a site redesign are absolutely crucial. This is when you set the "True North" of your redesign process to ensure that the redesign will deliver the results you're expecting for your business. This is where you and your team can ask "why?" and understand the motivations driving the redesign initiative.

It's easy for website redesigns to veer off-course because of aesthetic preferences, lack of data, and the predetermined preferences of executive decision makers. Clearly defined goals and objectives keep you on track and help to mediate through times when the process becomes murky.

Start to spell out goals at a very high level and clarify how the website fits into the rest of your business. Which stakeholders own what properties? What are the biggest gaps in performance and opportunities for improvement? Does your website play the right role in your acquisition channel? What do you want your customer engagement to look like across all your user touchpoints?

02 Assemble a Cross-Functional Diagnostic Team

When you put together your redesign team, you'll need product managers, designers, and engineers to bring the new website experience to life. But an ideal redesign team also includes people to help with initial assessments and diagnosis, like marketers, user researchers, and data analysts. These teammates will help sift through the data you've already collected about your website visitors, and are key stakeholders in solidifying the business goals you want to achieve through a redesign.

A successful redesign incorporates perspectives from these essential disciplines (in no particular order):

1. Analytics
2. Product Management
3. Engineering
4. Marketing
5. UX
6. Design
7. Content

Having one or more team members who know your audience's behavior inside and out is essential to the redesign process. This team member (or members) will become very familiar with how your visitors engage with your site, what the variations are between audience segments, and be prepared to answer questions that arise as you navigate your redesign process.

These perspectives can come from an in-house team, agency, or consultancy. Regardless of how you choose to structure your core redesign team, ensure that you are all aligned on the guiding principles of data-validated decisions, iteration, experimentation, and customer-centric experiences.

TIP

What role should your design team play?

Experimenting through a redesign empowers your design team to apply human insights, creativity, and knowledge about user experience to the problems that surface in your data. You can then use insights from experimentation to learn more about what your customers respond well to, and what they don't. Those insights should form the basis of the hypotheses that you then experiment with.

Just like user testing, experimentation provides a data-driven way to explore different concepts and treatments, and gather real data on their impact.

03 Create a Structured Experimentation Process

Once you've identified the key metrics you want to track and the goals for the redesign, it's time to establish an experimentation process. This includes establishing which metrics to track, selecting an experimentation product, and creating processes for scheduling experiments and documenting and sharing results.

The key metrics to track in your experimentation program vary by industry, but here are a few common ones:

B2B website metrics:

- Engagement metrics (time on page, clicks)
- Lead form conversion rate
- Free trial signup rate
- Accounts created
- Lead qualification rate

E-Commerce website metrics:

- Add-to-cart rate
- Checkout rate
- Average order value
- Average revenue per visitor
- App downloads

Media website metrics:

- Engagement metrics (time on page, clicks)
- Video watches & video completions
- Ad revenue from display and video
- Average number of stories read per visit

04 Run Experiments Continuously

(Even On Your Old Site)

Before you build a new feature into your redesigned website, why not run an experiment on your current website? Many teams think, "How can I get rid of this old site as fast as possible to make room for the new one?"

As discussed earlier, experimentation can take place on an existing website that is being redesigned to validate new concepts, flows, copy, and imagery.

Experimentation can also be integral to the launch of the new website—launching the new site as an experiment with a plan to allocate a small portion of traffic to the new site mitigates performance risks. Try planning for a rollout to 5% of visitors at first, and then incrementally increasing the portion of visitors that are directed to the new site as you build confidence in your conversion and performance metrics. This can be executed with Optimizely using a **redirect experiment** and changing the **traffic allocation**.

05 Be Realistic About Resources and Allocate For Experimentation

A common mistake in the website redesign process is that teams don't allocate enough resources (especially for experimentation).

This is often because teams don't know yet what issues might surface as they start experimenting. Perhaps their favorite UI change actually has a negative impact on important metrics. If that happens, it means more work: more designing, more experimenting, and more time, money, and human resources to keep going.

Plan for a website redesign as you might with software development, with a wide berth on timeline and experimentation resources. And if you know resources will be tight, raise the concern early. Engage with Optimizely and our **network of partners** to get the support you need.

06 Build Your Site to Enable Experimentation Long-Term

There are some technical best practices to make it easy to experiment with your new, redesigned site after launch. For example, if you're building a website in React or Angular, your engineering team can add hooks to make experimenting with key website components, flows, or functionality very easy.

If you don't think about future experiments during your redesign, you'll accrue technical debt in your code that makes it tough to run the experiments you may want to try in the future.

07 Aim for the Global Maximum, Not the Local Maximum

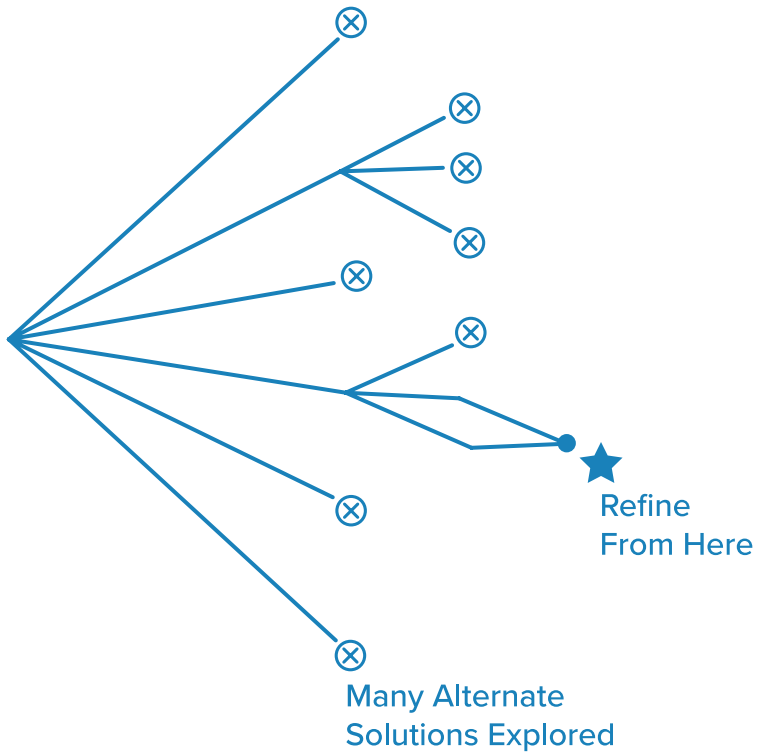
A website redesign is a great opportunity to experiment radically new approaches to your website's pain points and business challenges. Rather than just refining what you already have, you can explore big changes and experiment along the way to reduce risk.

Another way to explain this is aiming for a "global maximum," the highest mountaintop in all the land, instead of the "local maximum," a nearby peak that's a little higher than where you're currently standing.

Refinement

VS.

Experimentation



Refinement is a trek toward the local maximum, which might lead you past a great new solution you can't see yet. Exploration is aiming for the global maximum, which lets you see more possibilities and may uncover a radically new approach to an old problem.

PART 4:

Case Study: Asana's Redesign

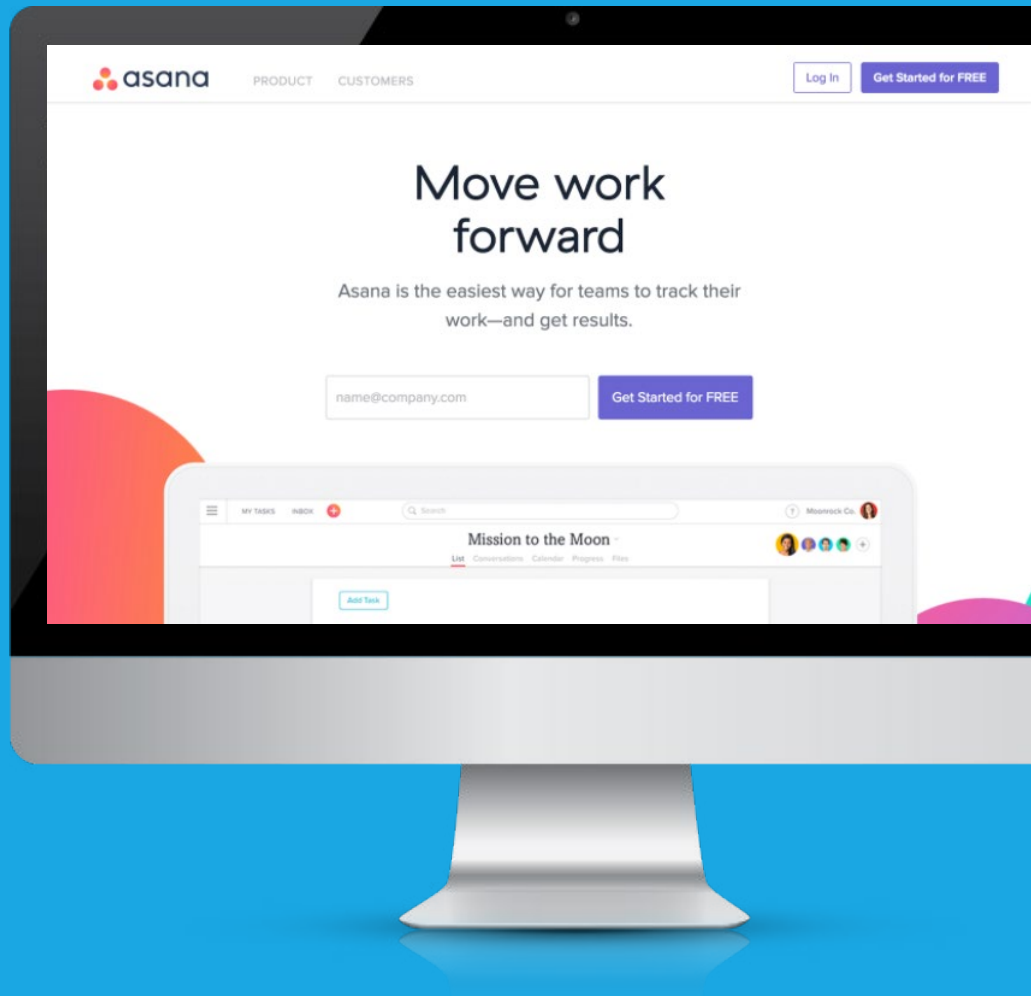
CASE STUDY

asana

Asana is productivity software that helps teams work together effortlessly and efficiently. In 2015, the maturing company undertook a rebranding initiative to elevate Asana's brand, mission, and web presence to drive the next phase of their growth.

For years, Asana's product and branding had worked well for the company. But it started seeing that its most passionate users struggled to get colleagues on board because of the lackluster design. In response, Asana went through a major rebrand and redesign—and experimentation was core to its strategy and successful website redesign launch.

REDESIGNED SITE



Defining the Goals

To define the goals of Asana's website rebranding and redesign, the team gathered all key stakeholders to identify pain points and clarify the goals for each website page based on the audience for those pages. As part of the process, the team called upon insights gathered by Asana's data scientists about the product's users.

asana | CASE STUDY

A successful redesign incorporates perspectives from these essential disciplines:

1. Make the same Asana feel more simple and intuitive to use.

2. Set up the company for future growth.

3. Offer more clarity to users about the value and benefit of Asana.

4. Launch a new website that could convey the new brand while meeting or exceeding the old conversion rate.

asana | CASE STUDY

Experimenting Through Asana's Website Redesign

While Asana had defined specific goals for its site redesign around audience engagement and conversion rates, it wanted to make sure its new brand would be well received by site visitors. To that end, the design team explored new layouts, structures, and formats for website content. It also ran pre-launch experiments on rebranded messaging, homepage organization and signup flows using existing styles. These experiments ranged from small copy tweaks on the homepage to full iterations of the sign-up flow and different homepage layouts. All experiments stayed within the old site framework so the experiments were confirming functionality and flow changes versus design.

The following are a sample of the various experiments Asana ran on its homepage hero. Because Asana is a freemium product, a majority of conversions occur on its homepage and it wanted to be sure the new site would not negatively impact the conversion rate.

Centered CTA Sign Up Box

The old homepage design featured a right-aligned call to action (CTA). Experimenting on a center-aligned CTA drove a 1.6% increase in sign-ups. While this was not a big number, it confirmed that a layout change would be accepted by Asana's current users.

1.6%

Increase in Signups

New Messaging Experiment

Old messaging on the homepage—"Teamwork without email"—didn't fully capture Asana's value, so the redesign team experimented with 12+ combinations of headlines and subheads to find out which message resonated with users. The ultimate choice yielded a 15% boost in conversion rates.

ORIGINAL

VARIATION

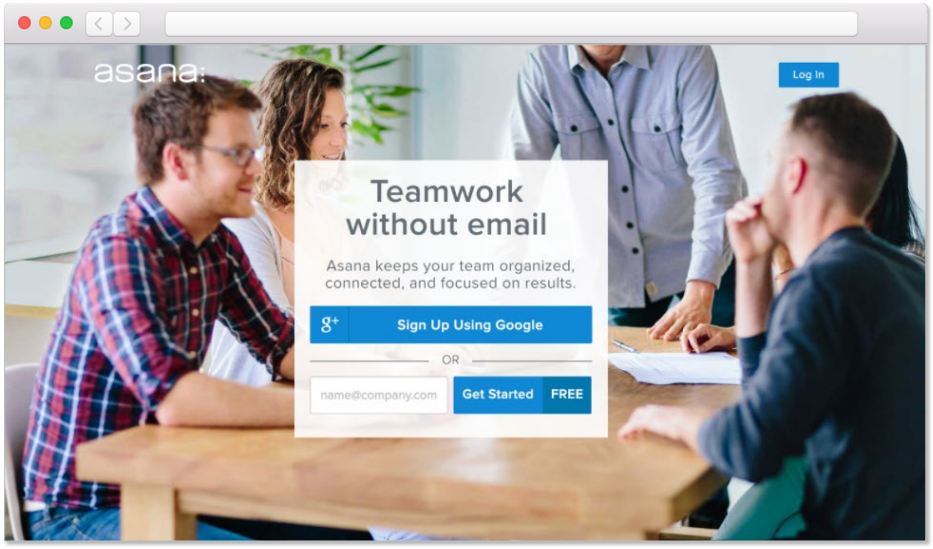
15% Boost

in conversion rates yielded by the ultimate choice.

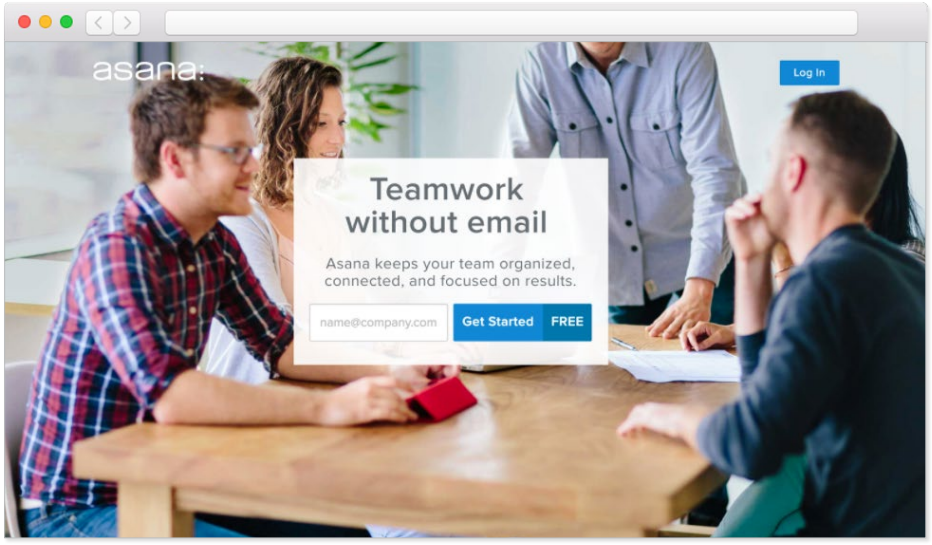
Removing Google Sign Up Test

The redesign team also conducted a bold experiment in the name of simplifying the homepage. They ran a simple experiment to see the impact of removing the option to sign up with Google and only present the option to sign up via email. While the experiment showed a slight decrease in overall signups when only presented with the email option, those that did sign up were more likely to sign up with their business or work email which made them potentially more valuable to Asana, so the decline in signups was an acceptable tradeoff for the higher quality of leads.

ORIGINAL



VARIATION



asana | CASE STUDY

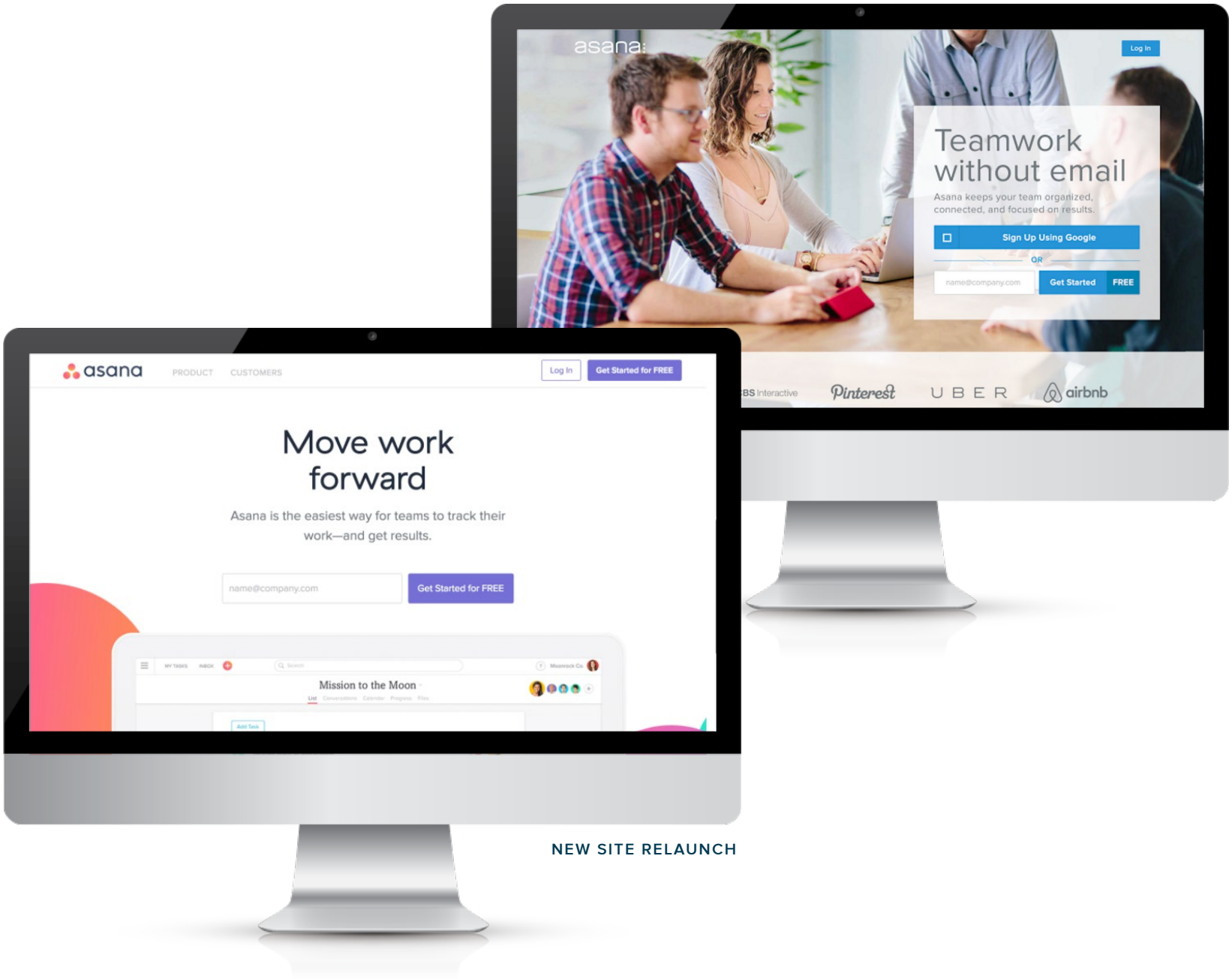
At the time of the total relaunch with new branding, the Asana website had already been 50% tested in some way. As the before and after shows, the new Asana branding was a dramatic shift.

For Asana, it would have been a huge risk to simply flip the switch on users. But by making and experimenting with incremental changes over a period of months, everyone felt confident on launch day. That meant the website team could focus on capturing data and celebrating wins rather than having uncertainty hanging over their heads.

50% Tested

In some way, at time of the total relaunch with new branding

OLD SITE



NEW SITE RELAUNCH

A site redesign is always a high-risk, high-visibility, emotionally charged undertaking. The more data-backed insights you can provide about your audience and site performance, the better you'll shape and ensure productive conversations. Always be thinking about your audience to stay on track and make sure your launch will be successful.

It's never too late to get started, and no matter what progress you've made with your website redesign so far, there are always more opportunities to experiment, learn from your customers, and continue building confidence as you approach the summit of your redesign launch.

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