

How Groupon uses EyeQuant

Small design tweaks that bring powerful uplifts.



This case study was originally published jointly by
EyeQuant and Groupon City Deal in 2012.

Why Uses EyeQuant

Groupon, the world's most popular daily deal's site, was an early adopter in the field of conversion rate optimization, and developed a data-driven culture of rigorously A/B testing key landing pages.

Its landing page design team in Germany had tested many different design variations, and was looking for new ways to gain insight into how their designs could be improved from their already highly-optimized baseline. For this, they turned to EyeQuant.

What does EyeQuant do?

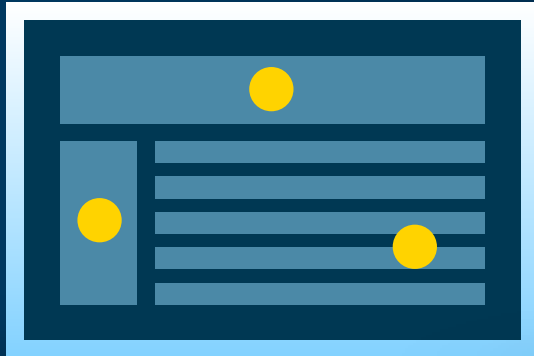
EyeQuant is a software technology company that helps businesses make better design decisions with neuroscience. Our team combines research, big data, and machine learning to build predictive models of human reactions to visual design stimuli on websites.

The EyeQuant web service allows clients to upload screenshots of their designs (live sites and mock ups), and get statistically valid, data-driven feedback **instantly**. EyeQuant predicts which parts of the design are most/least visually attention-grabbing, where visitors are most likely to look when they arrive on the page, and whether they will perceive the design as being clean & well organized, or chaotic and busy.

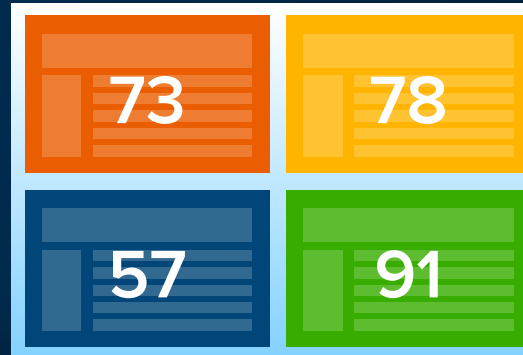


Steps to Success

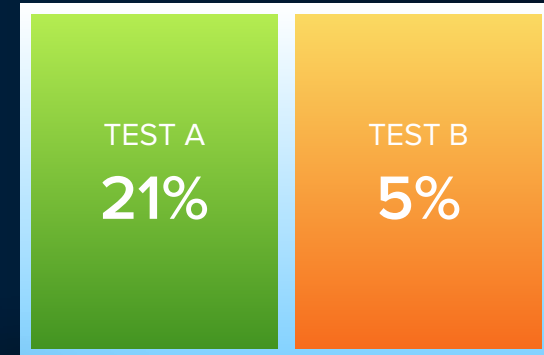
Identify Optimization Potential



Pre-test Design Ideas



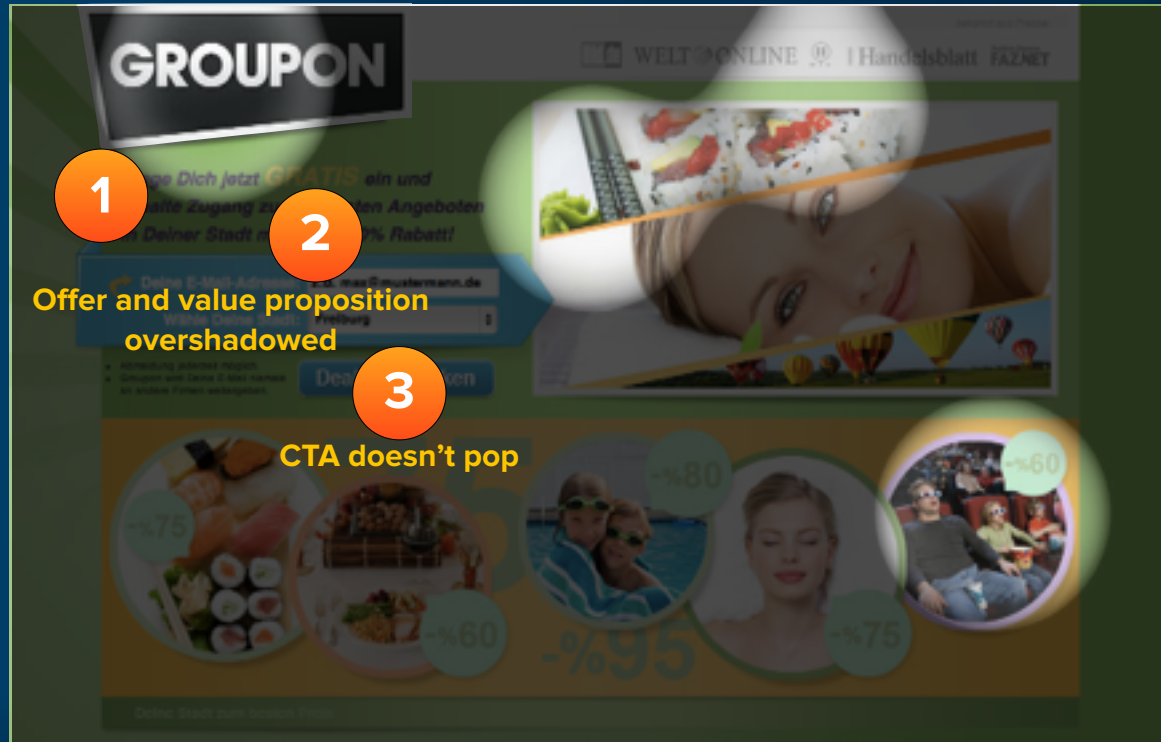
Learn More from A/B Tests





Groupon understands that user attention is a budget, so the first step they take when analyzing a design is clearly prioritizing which elements on a page are truly “must see” in order to get a conversion. The team uses a simple rule: the three most important elements should be visible within the first 3 seconds of landing on the page. They prioritized the following information on the page:

- 1 Statement of Relevance** (what is this page about?)
- 2 Value Proposition** (why should the customer care?)
- 3 Call to action** (where should they go next?)

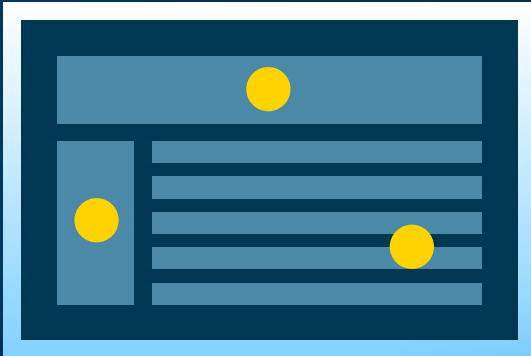


A quick test

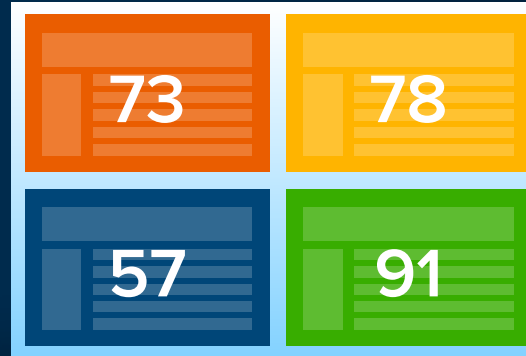
Using the EyeQuant Perception Map, Groupon is able to quickly see if the most important content in the design catches visitors' eyes right away. On their key landing page, the team learned that the value proposition and call to action were being overpowered by the imagery on the page, and not being seen in the first 3 seconds.

Steps to Success

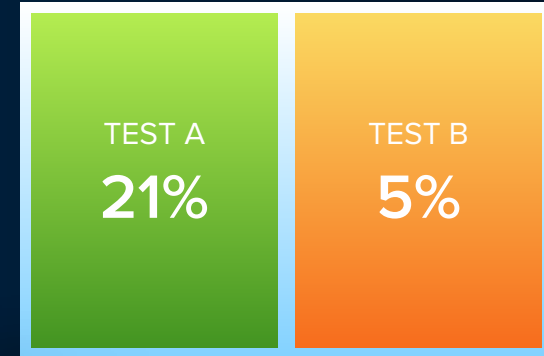
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Pre-test Design Ideas



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Testing design ideas

Excited at the opportunity they discovered the Groupon team set out to design a more attention-friendly version of the landing page, and get feedback on their work before they ever wrote a line of code. This enabled them to intelligently pick the design invariant that they want to invest in, and allows them to experiment freely, quickly, and without involving any IT.

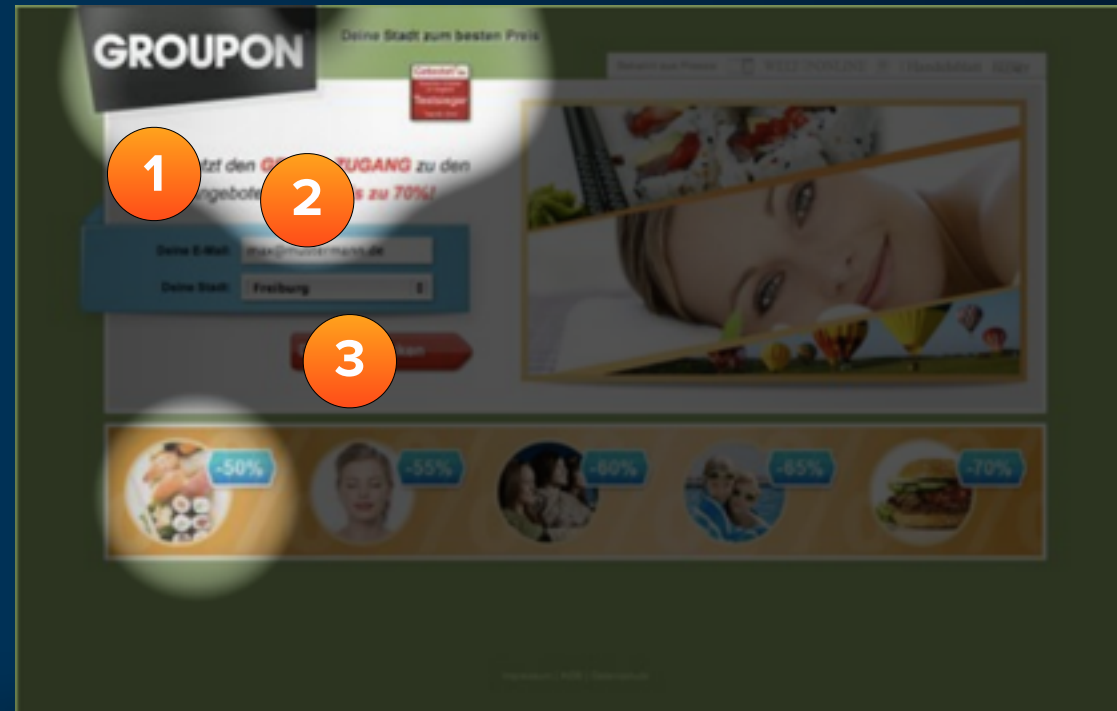
Attention hacking

Groupon's team understood that adjusting contrast levels is a good way to influence attention, so they set out to add more contrast around their main offer, value proposition, and CTA. They also removed some 'distractors' on the page without changing the main imagery.



Putting a mock-up to the test.

Another quick EyeQuant analysis showed that the update was a significant improvement, but there was still room for it to get even better. Users are now expected to look at the offer and value proposition right away, but the call to action still didn't really pop.



Final tweaks.

In order to guide users' eyes to the call to action, the team decided to go even further in its quest to remove visual distraction by making the bottom banner smaller, and aligning it nicely with the call to action.



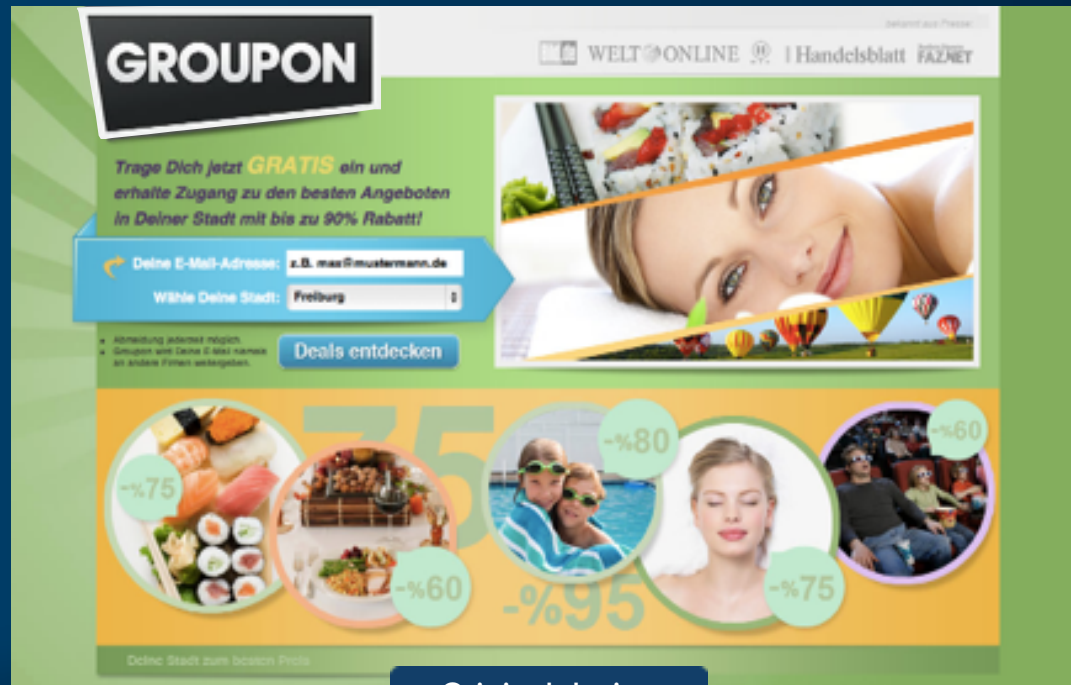
Validation.

The updated version of the new design effectively draws users' eyes to the offer, value proposition, and CTA **immediately**. If they aren't ready to sign up, their eyes are guided to a selection of sample offers. This design looks like a winner, but only an A/B test could prove it.



A/B Test Results

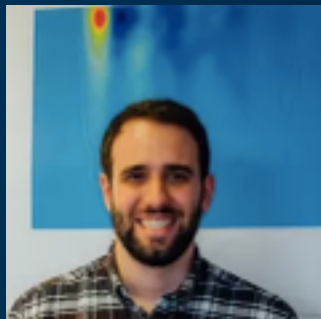
The EyeQuant optimized design significantly outperformed the original, and delivered **52% more signups!** This proves that for Groupon's traffic, directing attention **immediately** to the offer is important. This is insight that can be valuable for all future design projects.



Original design



New design (Winner)



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