

success story:

ExpertEye and goodguys.com



One of the top online consumer electronics stores decided they could do even better -- goodguys.com used ExpertEye to plan site refinements and up their conversion rate.

www.goodguys.com

■ Situation/Challenge

When Kent Lewis took on the job of Director of Business Development at goodguys.com, he realized the company's site needed some help. While the e-commerce consumer electronics site was very robust and fairly easy to use, it never had the benefit of usability testing.

Lewis, who had worked with Tweak before on web development projects, contacted Tweak about user testing for goodguys.com. After investigating the costs involved in designing a test, securing lab equipment, and recruiting and compensating participants, Lewis realized his budgetary constraints prohibited full usability testing.

Fortunately, Tweak had a solution that was designed for companies just like goodguys.com that quickly yields actionable results at a price that fits most budgets: **ExpertEye**.

■ Solution

ExpertEye allowed Tweak to perform an analysis of goodguys.com looking specifically for opportunities for the company to improve its conversion rate, the percentage of browsers who become buyers. Using proven methods, Tweak evaluated goodguys.com's site architecture, interaction design, navigation and performance. Within four days we delivered a detailed report, containing 22 problem and solutions organized by degree of importance.

■ User Experience

The recommendations Tweak made to goodguys.com included optimizing graphics to speed up the download time for customers on a 56k modem or slower. We also recommended interface design changes that help customers find sale items quickly and easily, suggested refinements to the checkout process to decrease user frustration, and highlighted labels in the navigation that could be improved for clarity. Each recommendation that was implemented made the goodguys.com site incrementally more enjoyable for customers to use.

■ Results

In short order, 30 percent of the suggested changes were made. Even with just one-third of Tweak's recommendations implemented, the improvement in the site performance was immediate and noticeable. According to Lewis, "The click-to-buy ratio increased, along with total orders. Expert Eye is a no-brainer for any and all e-commerce businesses."

For more information about ExpertEye contact Tweak at 503.227.8128 or www.tweakinteractive.com