How the Grene online shop increased the conversion rate after a failed re-design

The e-commerce manager of each online shop strives to increase the conversion rate continuously because it converts to an increase in revenues. The key is to improve the website so that it works more effectively and fulfils user expectations.

Changes often accumulate during a large redesign, which alters the whole website at once. Usually such projects are significantly prolonged, budgets are exceeded and results do not meet expectations. Instead of increases, shops register decreased conversion rates and user satisfaction.

The team from Grene was in a similar situation; they had recently thoroughly redesigned their online shop at www.grene.pl. As a result, the financials of the shop worsened as the conversion rate dropped.

Therefore, the team, led by Łukasz Rojewski, decided to identify the problems on the website and make changes that would quickly and significantly increase the conversion rate in the shop. Growcode's team, led by Paweł Ogonowski, was invited to assist with this task. To achieve the best possible outcome, they turned to use Growcode.

Growcode optimizes e-commerce and guarantees an increase in revenues without involving the IT department. Growcode follows a different pattern than the current development of e-commerce websites and ensures rapid growth of online stores based on data and a proven process, using their proprietary technology. Without undue involvement of your team. From ideas to effects.

Our priority was to find a solution that offers a proven, comprehensive process, which would enable the identification of bottlenecks on our new website and then eliminate them. Growcode met our needs perfectly– says Łukasz Rojewski, manager of the Grene online shop.

The analysis of quantitative data allows the identification problematic areas for users

During the analysis, it became clear that the percentage of users who move from product descriptions to the shopping cart in the Grene online store dropped by about 17% relative to benchmarks.

Normally, this would increase the effectiveness of the subsequent steps considerably, but not in this case! Although there were far fewer users in the shopping cart than expected, only about 6% of them proceeded to the next step.

Furthermore, the final step was problematic, as about 12% more users were expected to proceed to the order confirmation page after placing an order.

Based on these considerations, the team from Growcode decided to give priority to alterations that would improve the percentages of users proceeding from the aforementioned pages. A heuristic analysis was carried out on the questionable pages, allowing us to form hypotheses regarding what needed to be changed. Next, mockups and graphic designs were prepared, which were then coded and tested using Swiftswap, a proprietary component of Growcode, which enables changes to web pages without involving the IT department.

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SUMMARY

Grene, a leading technical supplier for farming, has been present on the Polish market for 17 years. It offers parts for tractors and farming equipment, goods for animal production, protective clothing, small-sized equipment, household products, and tools, all in its online shop and 100 affiliate shops.

Website: http://www.grene.pl
Industry: farming

Challenge:
Conversion rate and revenue decrease due to a comprehensive redesign.

Purpose of cooperation:
To increase revenues by implementing a comprehensive process to identify bottlenecks on the new website and quickly eliminate them. Without involving the IT department

Final results
1. Carrying out an optimization sprint by identifying problems, designing solutions, coding and testing within only five weeks.
2. Never involving the IT department throughout the whole optimization sprint
3. A revenue increase of 11.5% resulting from the alternative store versions proposed by Growcode.

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– An 11.5% conversion rate increase during only one sprint, which took just five weeks, is a great result indeed. The process of optimization of our e-commerce showed us that we needed a few good changes to be successful. We are planning our next sprints, which will enable us to learn more about our users, for whom we want to optimize our online shop"

**Łukasz Rojewski**
Grene.pl

4 hypotheses that were to increase the conversion rate in the Grene online shop

For the first test, Growcode's team formulated the following hypotheses:

HYPOTHESIS 1: The colors of the call to action buttons present on the website do not contrast enough, thus users may have too little guidance where to click to move on in the purchase process. A change in colors of the buttons from the product descriptions further into the sales process would increase the percentage of users who proceed to the next step.
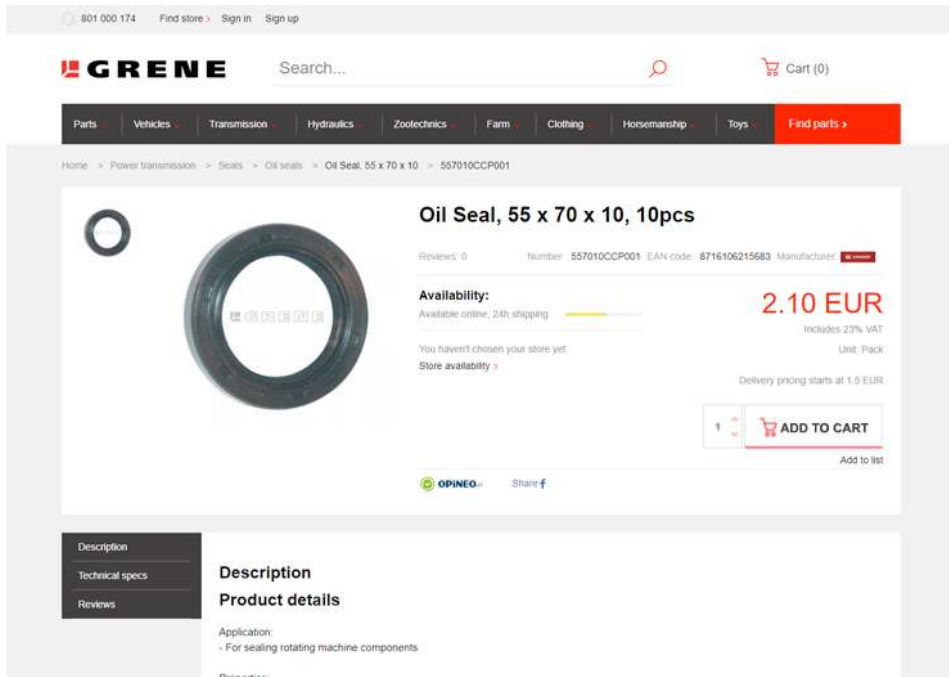

Original website: The colors of the buttons do not contrast enough with the background and thus, are not eye-catching.
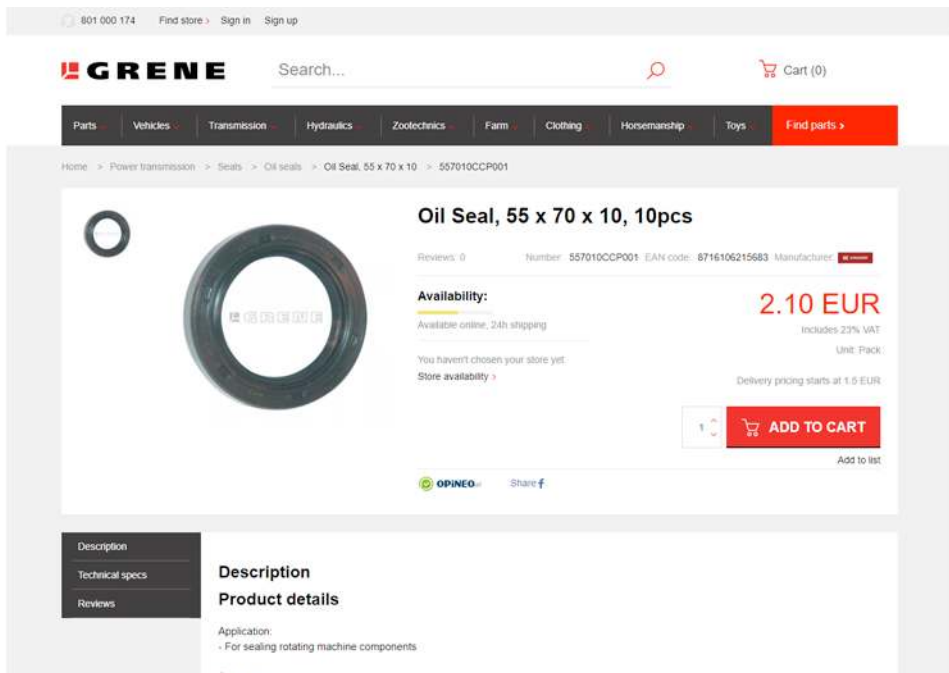

Website after changes: The call to action buttons were changed to red and are now far more prominent. Additionally, buttons become black when moused over to encourage clicking them.

HYPOTHESIS 2: The unexpectedly low percentage of users who proceed to the shopping cart may be caused by the top layer, which appears after a product is added to the shopping cart. Through improvements, the percentage of users who move on to the shopping cart after a product is added to it would increase.
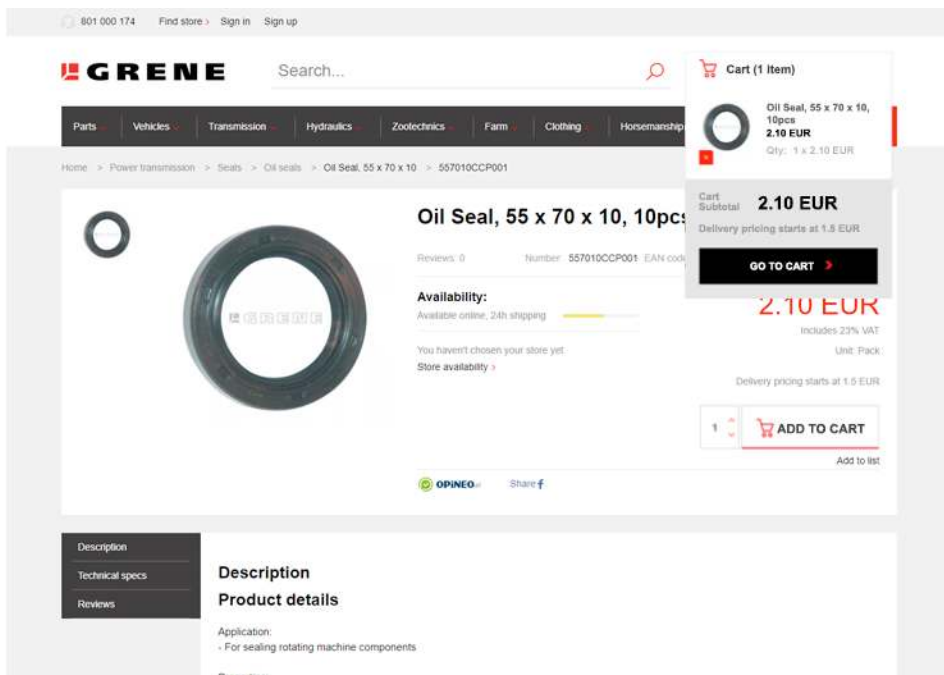

Original website: The top layer was not highly visible and had usability errors because some clicks did not redirect to the shopping cart (e.g. clicking its heading). Additionally, the top layer hid automatically a few seconds after the product had been added to the shopping cart, which may have surprised users.
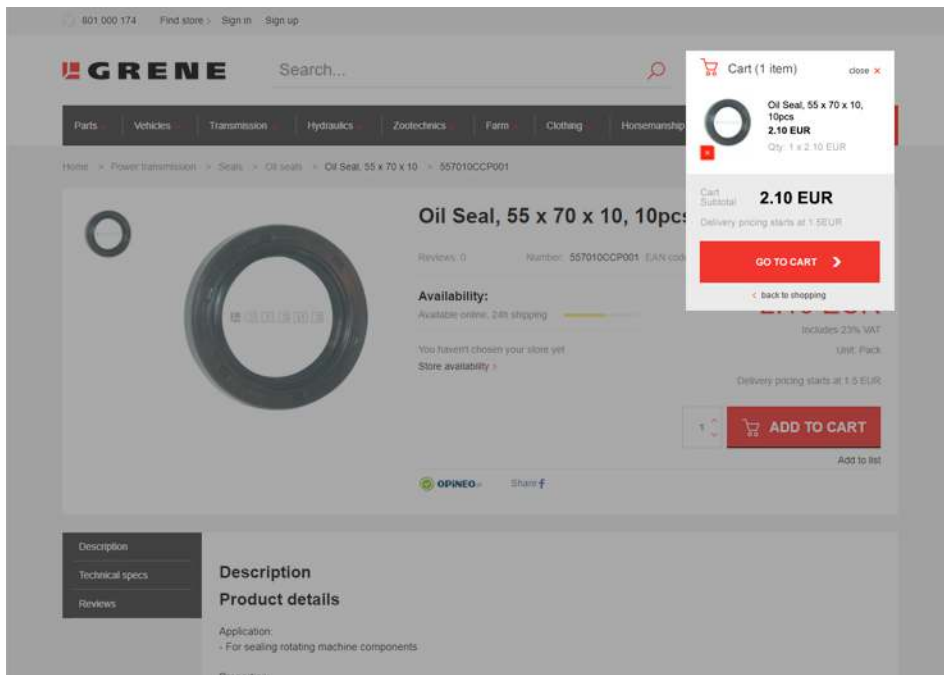
Website after changes: Previews of the shopping cart in which there is more than one product do not hide automatically. A grey, semi-transparent background makes the preview more visible. Clicking the heading redirects the user to the shopping cart. The color of the call to action was changed to red to be more eye-catching.

HYPOTHESIS 3: Although fewer users enter the shopping cart, this does not convert to a higher percentage of users who proceed from the shopping cart. A transformation of the payment choice would increase transparency and the percentage of users who move on from the shopping cart.

Original website: The shopping cart was quite vertically stretched and required scrolling.
The call to action button for moving to the next step hid below the fold and did not contrast well.
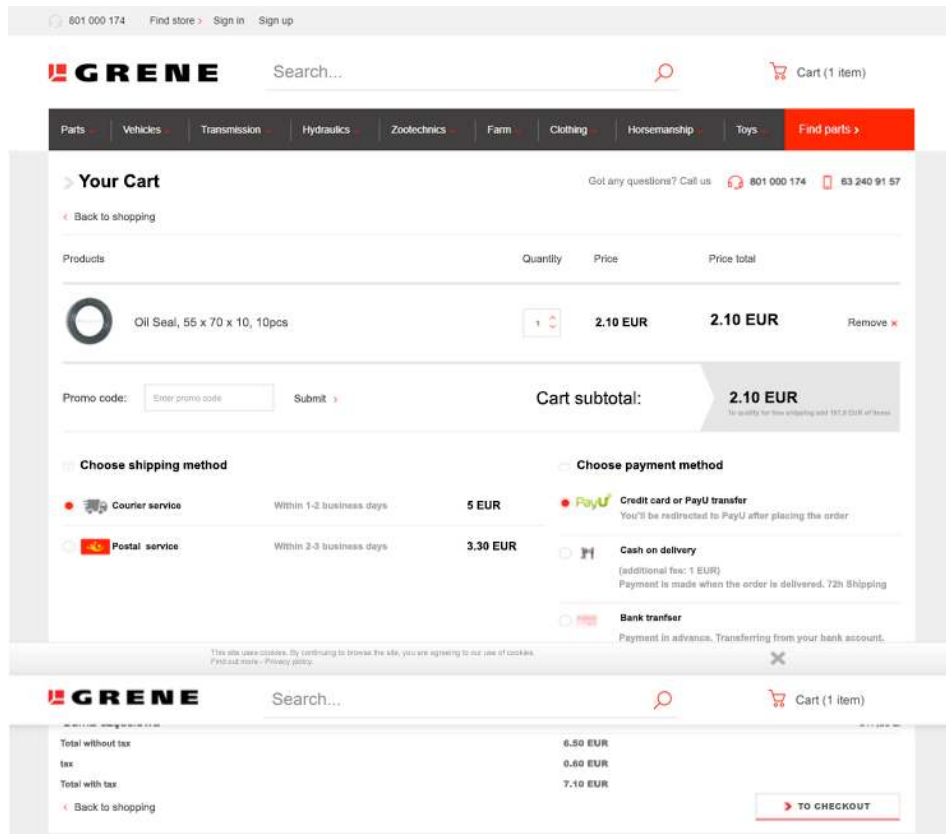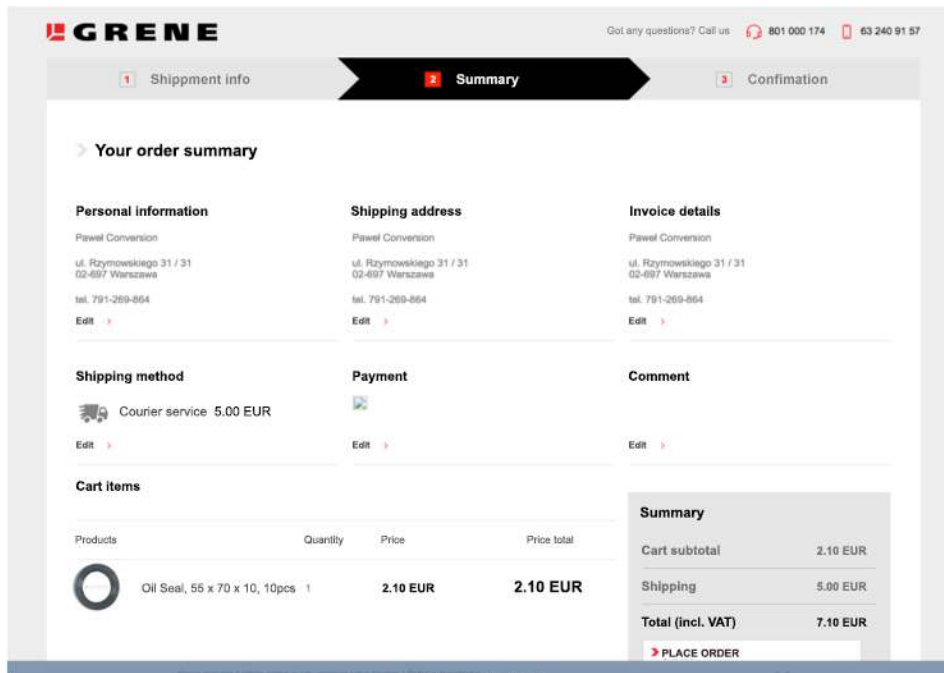

Website after changes: The layout of the steps at the bottom of the page was changed and is clearer now. This also reduced the height of the page.
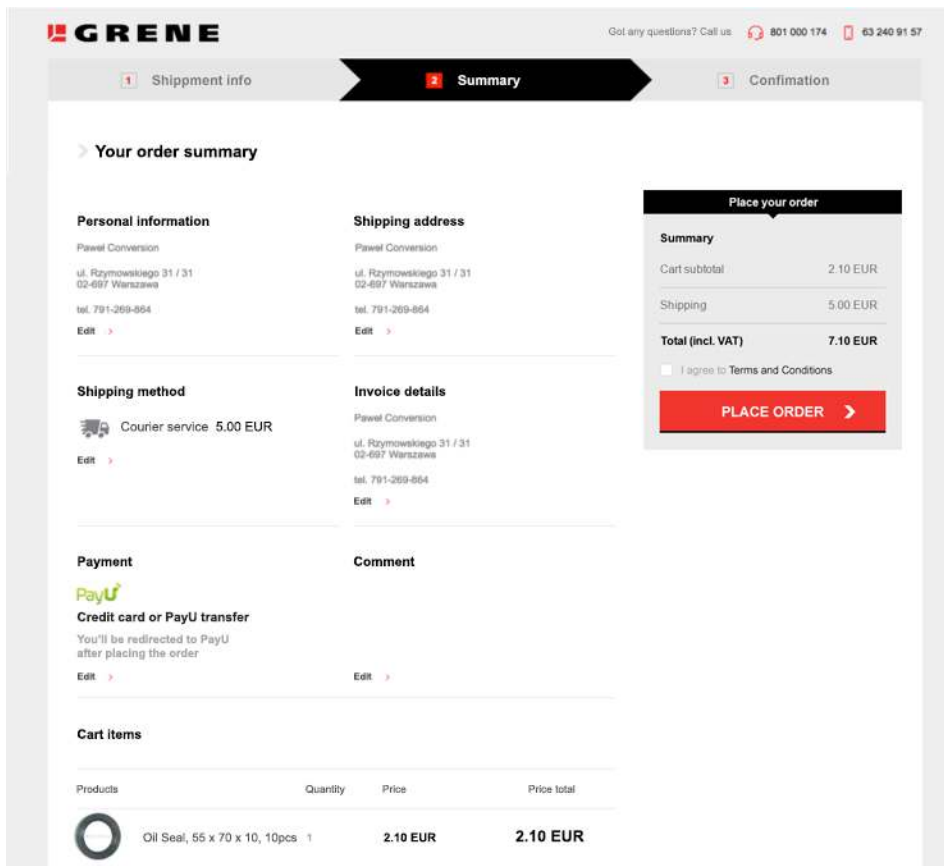In addition, the color of the call to action was changed to emphasize the contrast.
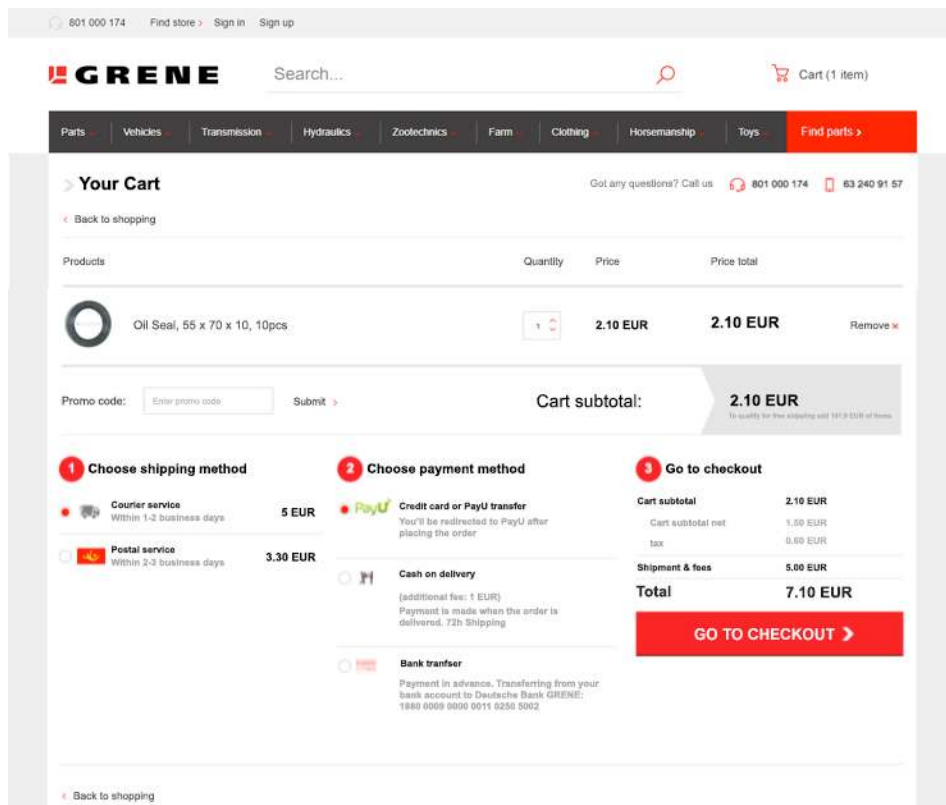
HYPOTHESIS 4: Due to the misleading heading ("order confirmation"), the users may think they have already placed an order. Immediately after the page has loaded, they do not see the call to action indicating that they have not completed the process. The reconstruction of the website will make users aware that they have not placed an order yet, increasing the percentage of users

who proceed to the thank-you page.

Original website: The layout of the website was unclear. Its construction and heading may have suggested to users that they had already placed their orders. The call to action button was not visible because it lay under the fold.

Website after changes: The website layout was altered, relocating the element with the call to action to the right and displaying it immediately after the page has been loaded. The color of the call to action was changed to red, and users now see that they have not placed the order yet.

Three out four hypotheses produced a conversion rate increase. Can you guess which ones?

For the first test, the team from Growcode formulated the following hypotheses:

HYPOTHESIS 1: The colors of call to action buttons on the website do not contrast enough, so users may not know where to click to continue the purchase process.
A change in colors of the buttons from the product descriptions further into the sales process would increase the percentage of users who proceed.

The hypotheses proved 75% correct! Three out of four produced a conversion rate increase and a combined revenue increase of 11.5%.

This increase was influenced mostly by the changes made to the order placing process. The changes to the shopping cart page raised its effectiveness by 21% (this is the increase in the percentage of users who proceeded from the shopping cart to the next step).

Users must have liked the changes to the shopping cart and order summary pages because they needed over 25% fewer views of each of these pages to finalize their purpose and place an order than in the original version.

Unfortunately, hypothesis 2, based on which the top layer was changed after adding a product to the shopping cart, did not prove correct. These changes caused a drop in the percentage of users who continued to the shopping cart by 12.3%! Users definitely did not like this solution.

The changed color of the button on the product descriptions page had no effect on user actions. As it turned out, the need for a contrasting call to action was overestimated.

Is an 11.5% conversion rate increase in a single optimization sprint significant?

Absolutely: a conversion rate increase of 11.5% means an automatic increase in revenue generated by the shop. If a shop generates a revenue of USD 500,000 monthly, an increase of 11.5% represents an additional revenue of USD 57,500. An additional revenue of USD 57,500 every subsequent month.

Without involving the IT department.

Without increasing expenditure on traffic acquisition.

Without taking the time of the entire team.

Thanks to the changes invented, designed, coded, and tested within a five-week sprint.

"An 11.5% conversion rate increase during only one sprint, which took five weeks, is a great result indeed. The process of optimization of our e-commerce showed us that we needed a few good changes to be successful. We are planning our next sprints, which will enable us to learn more about our users, for whom we want to optimize our online shop,"
says Łukasz Rojewski of the Grene online shop.

Increase the revenue of your e-commerce store with Growcode

Growcode is the first solution for e-commerce optimization that guarantees revenue growth without involving your IT department. Growcode follows a different pattern than the current development of e-commerce websites and ensures rapid growth of online shops based on data and a proven process, using our proprietary technology. Without involving your IT team and design teams. From ideas to effects.

Contact us to arrange a 30-minute teleconference without obligations during which you will learn how Growcode will help your business.

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