

DXC.technology

Documentation Report DXC

An optimised flow made by:

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Problem area

How might we increase the conversion for the subscription form and subsequently the number of strong leads through the DXC mail list?

Pre thoughts

After the client meeting, I immediately thought that they were professionals in marketing, they should be considering the size of the company. Their presentation and expectations were very clear in what they needed, they need a more optimized lead generation from their mail list.

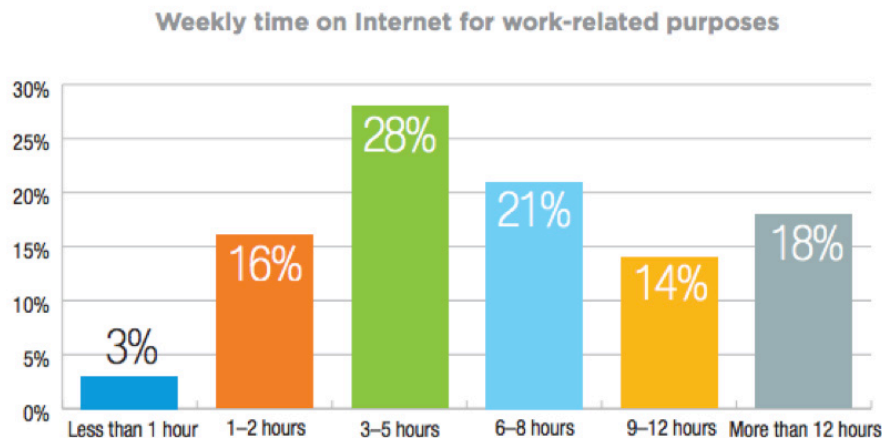
What struck me as interesting was their “universe” as they called it. There is a lot of content that DXC has created and is sharing with their subscribers. This content is valuable and it’s very possible to gate for subscribers only. This might increase the subscribers if done correctly or it could cost them, possible subscribers, if the form is off putting.

The problem that we need to solve is how to effectively gate off the assets (content) without hindering the users of the webpage so they will be tempted to leave and persuade the user that it’s in their best interest to sign up for the mail list, to encourage them to become part of the DXC universe.

The research

When manufacturing companies make decisions on which marketing tactics to use, one thing to consider is the changing habits of their target audience. Where is the audience currently spending their time? Which channels are they using and how?

A survey report on digital media use by manufacturing professionals shows that internet use for work related activities has gone up. The survey finds 71 percent of professionals surveyed use 6 or more work-related websites each week. More than half of the professionals surveyed spend six or more hours per week on the internet for work-related purposes.



For manufacturers who are still thinking about whether to invest in search engine marketing, paid advertising, websites and online campaigns, this data shows they need to be present where the audience is looking for information. One of those things would be what other clients say and think about the service that has been offered to them. We noticed this behaviour as well, the user researches the opinions and ratings the previous clients give to the company or service.

Of course this is not the decisive factor in every situation, but sometimes it can be the way to get more familiar with potential customers, and make them feel like they have some insight that can help them make a decision on whether to use the service or purchase the product.

Principles of Persuasion

We have planned to use the principles of persuasion in a couple of ways. Firstly, we will make sure that the user does not feel restricted when navigating the page. In other words, we will make sure that the users feel comfortable and not frustrated when we ask them to sign up for the newsletter.

This is important, because if a user has already had some misgivings or any type of frustration they are much more likely to leave the page when confronted with a signup form. Our purpose was to take the core message and purpose of the DXC manufacturing department and make the user perceive that message, from the moment they load the landing page. The idea is to make the user focus on one thing at a time, so they don't become frustrated and confused. So we had to answer the question of how to get the users to agree with our message, before they experience it?

The landing page

Basically, we wanted to put the users in a state of mind that is consistent with the message they are about to receive. Preparing them for that concept, before they experience it. And obviously, the first thing they would encounter would be the landing page. But how do the principles of persuasion apply to the landing page of the website?

Because of the large amount of information we receive from the media in general, we tend to like simpler things online due to the fact that they are easier to process. In our case, we wanted to present the previous client's insights and case studies, as a way to make the user understand - What is the most important feature of the product/service? What outcomes and positive results, discoveries, etc, has come from these services?

Instead of making the user have to filter out all of the additional information in one go, we give away the essential features while at the same time offering other options.

Obviously, that exact message is of the essence, but in this case it has the purpose to show the user that this is a transparent, professional and reliable company that offers quality services and inspires trust.

So we took those qualities and exposed their value, forcing the user to subconsciously understand the context. Here, the Principle of Authority comes into play and this is the idea that people follow the lead of other people that are credible and knowledgeable.

Again, the purpose of the content is to suggest the importance of the service they provide.

Asking for advice from the target group is also an option, this way they would more likely want to be a part of it and sign up. We know that the feedback we receive for our work is very important and we take constructive criticism and use it to better ourselves.

The Principle of Reciprocity comes into play here, where both the user and the service have an equal exchange of information and insight. Simply put, people are obliged to give back to others the form of a behavior, gift, or service that they have received first.

LOGO CHECKOUT ABOUT SERVICES CASE STUDIES CONTACT OFFICIAL WEBSITE

img? texture contrast??

background

Manufacturing case studies
 Same text.....

 Let's improve together! #457

MORE

We started the design process with sketching, brainstorming and prototyping online to find the best solution and begin implementing it. After many iterations we decided to stick to simple and clear, instead of complex and interesting.

case studies → subscribe (1st show feedback from customer)

img. color on :hover
 text on :hover
 text on :hover

Services

WIREFRAMES

NEW SERVICES

img. color on :hover

DXM EXPERIENCE - CASE STUDIES -

CLIENT X CLIENT Y CLIENT Z

DXC IN MANUFACTURING

NEW SERVICES

RELATED MANUFACTURING INSIGHTS

WHITE BLACK

HOW CAN WE MEET YOUR EXPECTATIONS?

JOIN THE COMMUNITY

WHITE

FOOTER FOOTER

Case studies on forms and friction

Industry standards come about because of research. Research and statistics on how your forms should look like and how many questions it should contain are abundant.

One of the more common ones are studies on how to get more conversions from your forms by reducing friction for the user. This study Lead Generation: Testing form field length reduces cost-per-lead by 10.66\$ done in 2011 saw a higher conversion rate and a reduction on the cost-per-lead if the form that was presented was less complicated and shorter.

Many such studies were conducted which lead to an industry standard of not having more than 5 form fields.

However, life is not black and white and neither is marketing.

Reducing the form fields are not always the way to go, like this unpopular result suggests Should you really reduce form fields? Reducing the form fields can actually decrease the number of conversions instead.

Unbounce conversion optimiser Michael Aagaard once had the job of optimising a lead page, on this lead page was a lot of form fields, he managed to negotiate with the client to reduce the form by three fields. However, this had a 14% drop in conversion. Why was that?

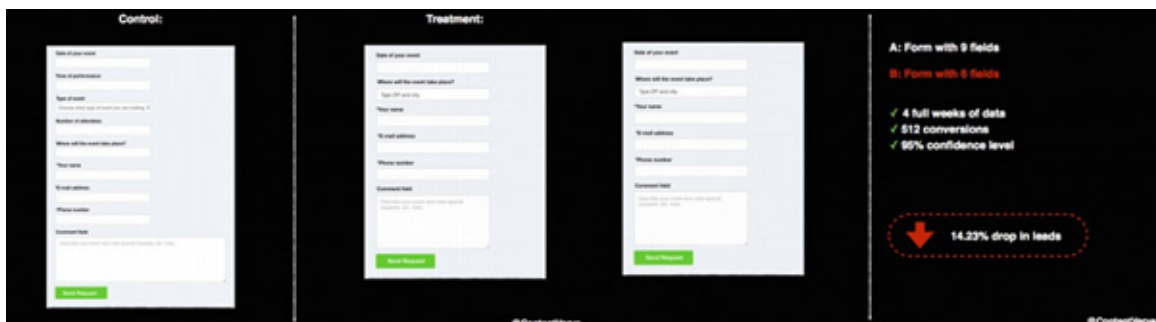


Diagram showing the drop in leads

“I removed all the fields that people actually want to interact with and only left the crappy ones they don’t want to interact with. Kinda stupid.”

After the conversion research Michael found that he had removed the three fields users interacted the most with. So in his second treatment, he decided to leave the fields but tweak the form labels a bit. The result was a 19,21% increase in leads.

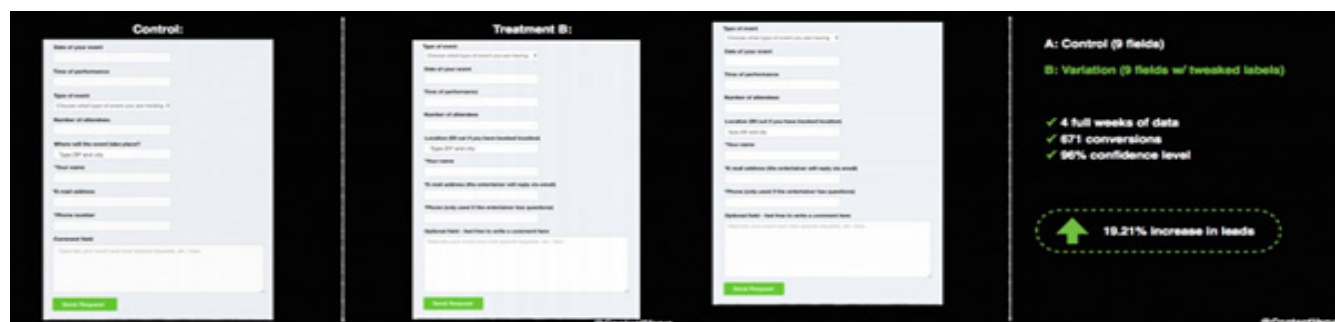


Diagram showing the increase in leads

If you only have three fields in your form and that is enough info for you to get a lead, the conversion rate is going to go up, that is not rocket science.

There are two scenarios we need to keep in mind.

1. If you're filling out a government form or a form to have the value of your house estimated, you're expecting to answer a lot of questions. The context is there and the expectation is set.
2. If you're filling out a form to get access to an awesome, value-packed webinar or eBook or online course, you're so motivated that you're willing to answer a lot of questions. You want that value so much that no task is too large.

So reducing the form size is not always the way to go, it depends on the situation and what the client needs for conversion to a lead.

Our goal should not purely be about increasing conversion but also to increase the quality of the leads coming through by collecting enough data to validate each lead.

Finally, we have case studies on multi-step forms to break up long forms. Where brands increased the number of fields in the form without negatively impacting the user experience. They used designs to psychologically minimize friction, this happens because a multi-step form makes users unaware of how many questions lie ahead.

A multi-step form is less intimidating to look at even though it implies that there are more questions ahead. Using a multi-step form you can start with less-demanding questions and finish with the more demanding like email addresses, once the user has already invested time they feel more reluctant to quit the session.

First case of the use of persuasion

At first glance of the website you can immediately see one form of persuasion, at the top of the page, in the navigation bar the user is directly prompted to subscribe to insight.

There are many researches done on this, one research saw a non-profit reach a 190% increase in their donations when they turned the background color on the Donations link to their accent color, to draw more attention to it, similar like we do here with the subscribe button.

This way the user knows straight away that there' s something to subscribe to, even if they don' t subscribe to it right away they are aware that it is an option that DXC is offering.



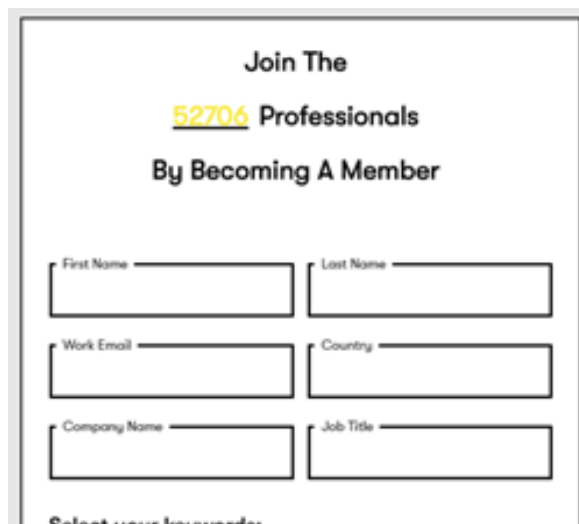
How we are using these for our form

Pop up to block unsubscribed readers from reading more: One very popular and proven way to get the user to subscribe is to leave everything open. Once the user clicks on an article page he sees the article and can read it/see it for about 10 sec and then this message shows up.



Popup message

Here we relay that the user needs to create an account to read more, but also that there is no subscription required. This relieves any financial considerations or thoughts that the user might have.



The hook:

The hook is that we want to tell a narrative of the benefits the user can get by becoming a member of DXC, therefore gaining access to industry-relevant articles as well as any newsletter with updates from the industry.

The number here is meant to show the number of already subscribed users. As it can be hooked to the database to show the actual subscriber count (this number is made up).

- We have been playing with two hooks, one is :

“Join the 55959 Professionals Who Benefit From Our Newsletter” and “Join the 56543 Professionals By Becoming A Member” . The latter makes more sense at the moment as the users need to log themselves in to read articles.

- Giving the user more control with checkboxes:

Another thing we planned is to give the users more control over what they are subscribing to. This will be done in the form of a checkbox where the user can choose what kind of marketing newsletters they want to receive.

Select your keywords:

This helps us filter out the stuff you're not interested in

Procurement

IT

Marketing

Service Industry

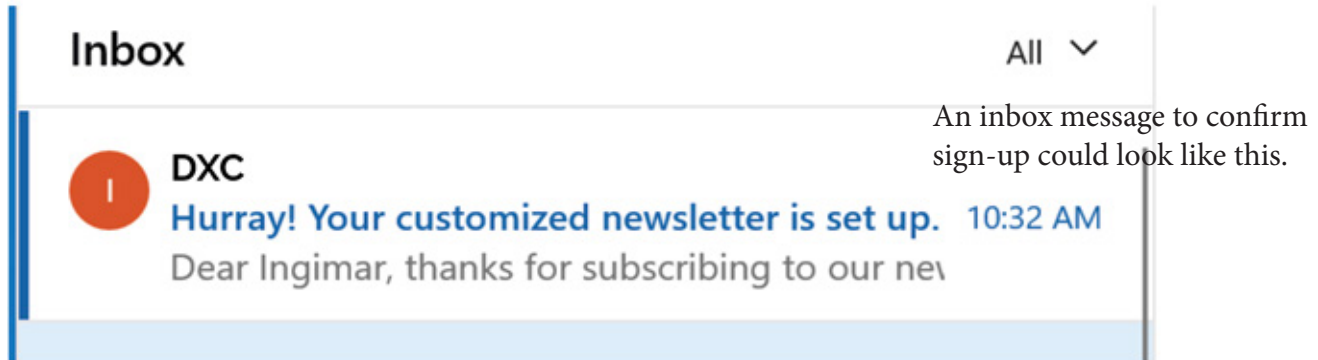
Retail Industry

E-commerce

Keeping the language a little more casual here implies friendliness and a casualness but also suggests confidence in the knowledge DXC has to offer.

Benefits of the checklist

Having this checklist is sort of a win-win scenario for the user and DXC, seeing as the user will now realize when he sees the first newsletter that he/she asked for information relating to their interest, therefore are more likely to click on it in their mailbox.



The benefit of DXC is that it will have more information on the user. Having info in what the users are interested in could also imply their field of work, both cases add more value to each lead. This means that DXC can make even better and more precise nurture campaigns and targeted marketing.

Drawbacks and possible solutions to the checklist:

The drawbacks are that the checklist implies that the DXC “universe” has a vast collection of different assets that conform to these fields. Which currently is not exactly the case, but is achievable but with some work.

In other words:

If users are to subscribe to newsletters they might assume “relatively frequent” newsletter and they would like to see different content if they are subscribed to one or more items on the list.

If DXC cannot deliver on the variety the users might think less highly of DXC or discount them, this could be more relevant when there are multiple leads from the same company, where a discussion might arise that DXC cannot deliver the newsletter variety.

Solutions

The obvious solution to this problem is to make more content. But that's not always possible, so what can be done, at least in the beginning phases is to create merged content, for example, an asset could hold information on E-commerce, Retail Industry, Marketing and It all in the same article. If the article were to talk about Online marketing for retail e-shops.

This could be true for all the fields, but care must also be taken not to combine all the fields all the time. Then the content will become irrelevant for many leads that perhaps have no interest in Marketing.

Form design

The form design is loosely based on a few design elements from material design combined with the DXC style guide.

We use SVG animations for the checkboxes and the main switch which will allow the DXC to use the material for marketing purposes.

The SVG animations make the form more interesting and appealing to the eye when filing out, having interesting UI elements can take the users mind of any negative thought processes they might be having.

Form Flow

Join The
51785 Professionals
By Becoming A Member

First Name Last Name

Work Email Country

Company Name Job Title

Select your keywords:
This helps us filter out the stuff you're not interested in

Procurement IT

Marketing Service Industry

Retail Industry E-commerce

Yes, you can email me and process my data for marketing purposes.
[\(Learn more\)](#)

Submit

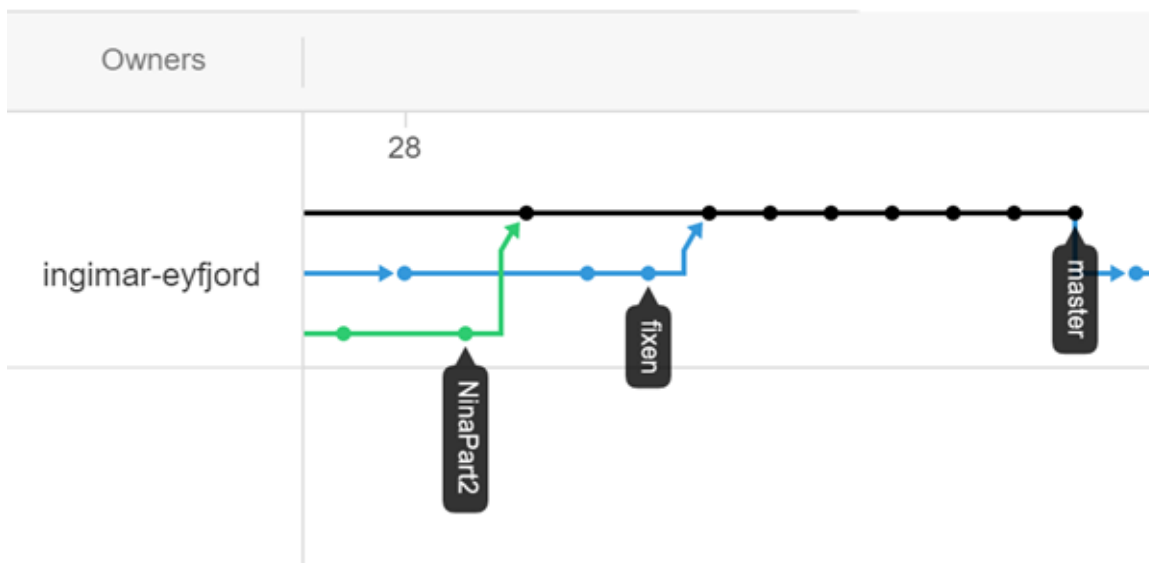
Cancel 😊

There are two form flows that we will incorporate in our website. One is inside the asset page, where the users get the pop up to prompt them to sign up. There the form will be a multi-step form, split into two. Where we will start out with the more fun and interesting questions, leading to the email and name form fields.

The second one is the more “conventional” full form, it will appear when the users click on the sign-up button in the navigation bar. Or when the users click on sign up from the log-in modal.

Github pages:

We used version control with git and github.



A screenshot of some of the progression

User testing

Here is the link to the expert user review raw data. All in all most of the things are pretty positive.

https://docs.google.com/spreadsheets/d/15hXcPJRIxRtqDSnF3_eM_Y3gTG05RZHk2l2Pwt89Kk8/edit#gid=355104753

And here is the link to the questionnaire:

<https://docs.google.com/forms/d/1xoWVZXaOe3wlf-nOEPB-Da6epmLswgecz2d06BbsphQs/edit>

Things we can learn from this data, at first launch there was a little bug in the layout and the solution was not very mobile friendly, but since we fixed it the reviews on that went up.

62% agreed that the Asset teaser (the Asset on the front page), should be more on top of the page rather than below. So it would be more visible.

75% of the answers said that they saw Insight as an entity on the page, which is good seeing as that's the point of the project. 50% of the answers said that they found the layout of the website confusing, that's a very high percentage. Were we to work on this to launch it, we would have had to redesign the page.

50% of the people suggest that the content was not gated off properly, that they would just read the article, however it could be suggestive state seeing as the question option has humor in it, we would have to do another testing on this.

We might have to shorten the time the article is open, perhaps in user testing they did not spend enough time on the page, but there is no data on this.

The feedback we received from the think aloud test was quite valuable and helped us to make the necessary changes!