years.com
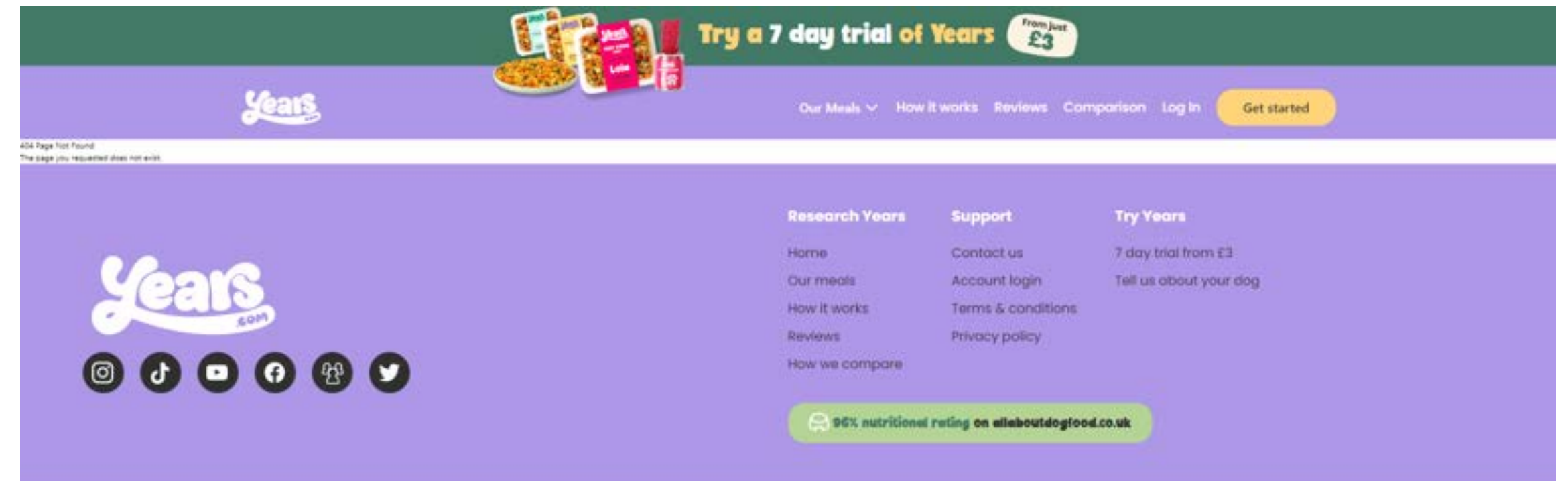
Header and Footer CRO Design Task

Jarrid Lawson

Good elements from a CRO perspective

I've identified the key elements & principles of Conversion Rate Optimization (CRO), crucial for optimising design to drive conversions in the Years.com site. These elements will guide the approach for my design task:

Good Elements for CRO:

Clear Call-to-Action (CTA): An attention-grabbing and persuasive CTA button is essential, compelling visitors to take immediate action.

Simplified Navigation: Easy and intuitive navigation helps users access essential sections swiftly, reducing confusion and enhancing user experience.

Mobile Responsiveness: Given the significant traffic from mobile users, ensuring the site's optimisation for various devices is imperative.

Compelling Content: Engaging and informative content that resonates with user needs, prompting them to act decisively.

Our Meals ⌄   How it works   Reviews   Comparison   Log In   Get started

404 Page Not Found
The page you requested does not exist.

Research Years

Home

Our meals

How it works

Reviews

How we compare

Support

Contact us

Account login

Terms & conditions

Privacy policy

Try Years

7 day trial from £3

Tell us about your dog

96% nutritional rating on allaboutdogfood.co.uk

Chat with us

Years.com

404 Page Not Found
The page you requested does not exist.

Years.com

Research Years

Home

Our meals

How it works

Reviews

How we compare

7 day trial from £3

Support

Contact us

Account login

Terms & conditions

Privacy policy

96% nutritional rating on
allaboutdogfood.co.uk

Chat with us

Years.com

Log In

Our Meals >

How it works

Reviews

Comparison

7 day trial from £3

Try Years today 🐾

96% nutritional rating on allaboutdogfood.co.uk

Chat with us

Analysis of https://www.years.com/pages/trialbox

Good Elements for CRO:

Top Promotional Bar:
The top promotional bar effectively showcases the product with a clear CTA to "Try a 7-day trial of Years" from just £3. It succinctly informs visitors of the offer and visually displays the product, compelling them to engage to avoid missing out.

Get Started Button:
The use of yellow in the "Get Started" button exudes positivity, associated with emotions like happiness, excitement, and confidence. This aligns with the call to action, showcasing confidence in meeting customers' needs.

Overall Navigation and Mobile Responsiveness:
The desktop and footer menus offer concise navigation, ensuring users can find essential sections without confusion. The footer provides specific page options for users seeking more detailed information. On mobile, the burger menu simplifies navigation efficiently, guiding users to crucial sections. The "Try Years today" CTA placement in the menu enhances its visibility and effectiveness.
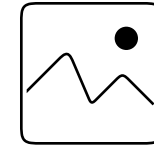
Conclusion:
Going forward, these identified strong elements will serve as guiding principles in the redesign process. The focus will be on leveraging these positive attributes to further enhance user engagement and drive conversions on the website.
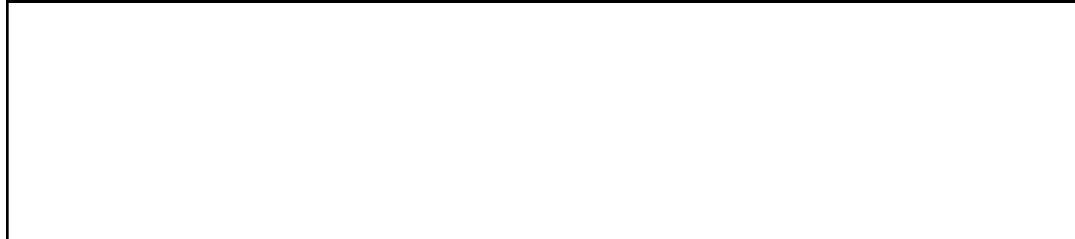
96% nutritional rating on allaboutdogfood.co.uk

Experience a 7-day trial of Years

96% nutritional rating
on allaboutdogfood.co.uk

Research Years

Home

Our meals

How it works

Reviews

How we compare

Support

Contact us

Account login

Terms & conditions

Privacy policy

Try Years

7 day trial from £3

Tell us about your dog

Chat with us

96% nutritional rating on allaboutdogfood.co.uk

Try a 7 day trial of Years

96% nutritional rating
on allaboutdogfood.co.uk

Experience a 7-day trial of Years

![years.com]

Research Years

Home

Our meals

How it works

Reviews

How we compare

Support

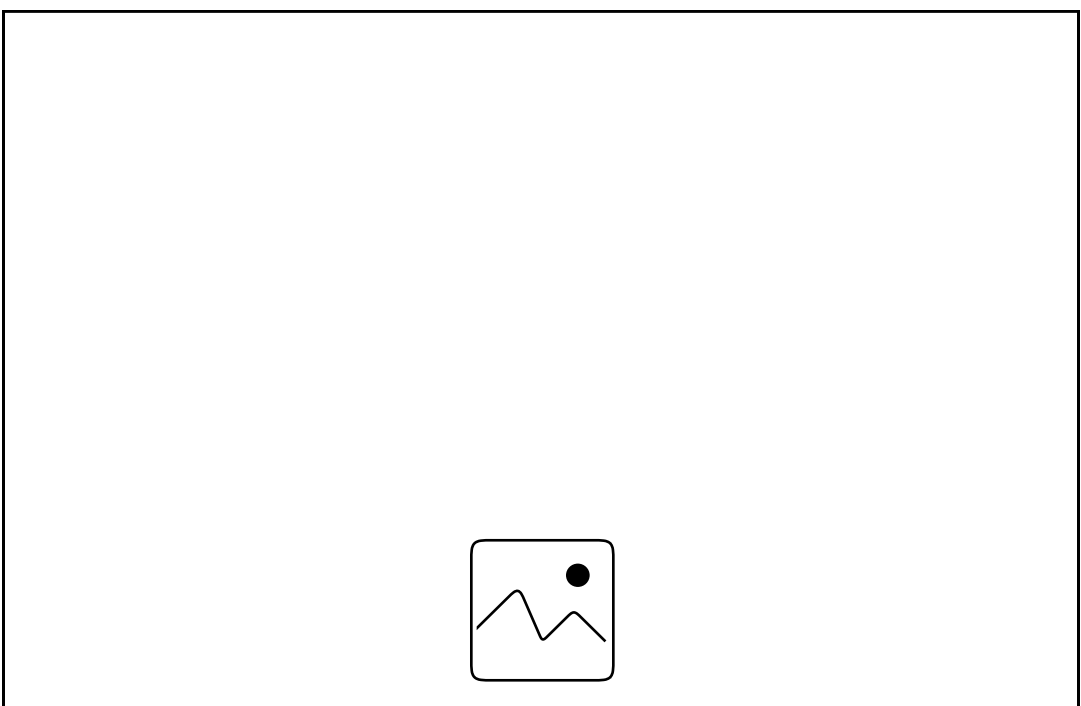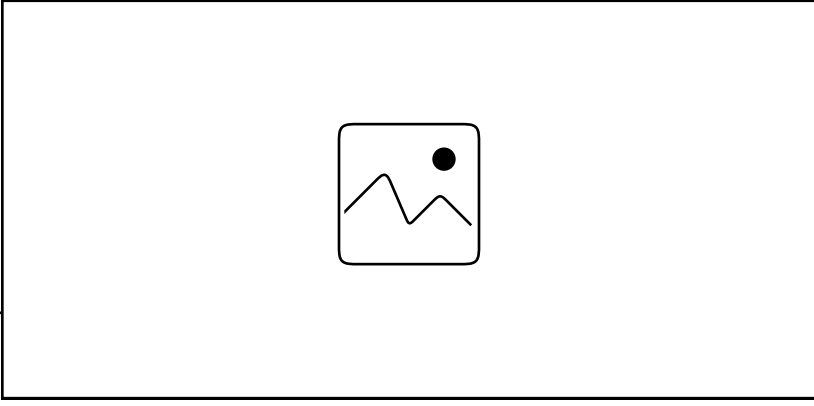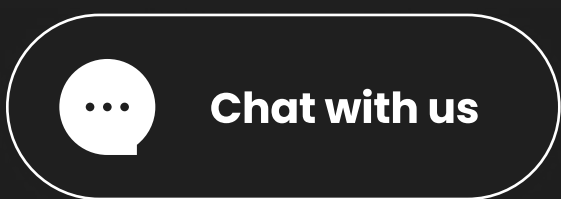Contact us

Account login

Terms & conditions

Privacy policy

Chat with us

Try Years today

96% nutritional rating
on allaboutdogfood.co.uk

Experience a 7-day
trial of Years

Chat with us

Redesign Approach

Utilising the provided brand guidelines in Figma, I initiated the redesign process by crafting low-fidelity wireframes. I integrated and refined existing elements while introducing necessary additions. Experimentation with diverse layouts, colour schemes, and placements was undertaken to identify optimal strategies for CRO enhancement on Years.com. Throughout, my primary objective remained streamlining the user journey towards conversion while upholding the brand's identity.

Identified CRO Improvement Areas:
Desktop Redesign:

- Revised the top promotional layout and altered colours to bolster visual impact.

- Added a clickable button to the promotion, recognising that some users might overlook the bar without an explicit directive to engage.

- Altered the "Try a 7 day trail of Years" background bar colour to red, considering its psychological impact on encouraging conversions. Red, often utilised in sales CTAs, invokes urgency, nudging potential customers towards action.

- Updated the presentation of the promotional content to enhance visibility.

- Included nutritional rating information about the sold food in the promotion. Previously located in the footer, this valuable content was underexposed; relocating it aimed to capture more attention, acknowledging that fewer users explore the site's footer.

- The top promotional bar will dynamically hide when users scroll down, reappearing as they navigate back to the top or begin scrolling upwards. This ensures continuous visibility of the offer throughout the visit without obstructing their exploration of the website.

Try a 7 day trial of Years

From just £3 🐾

96% nutritional rating on allaboutdogfood.co.uk

Complete Nutrition System

Experience a 7-day trial of Years

From just £3 🐾

96% nutritional rating on allaboutdogfood.co.uk

Years
.com

Research Years

Home

Our meals

How it works

Reviews

How we compare

Support

Contact us

Account login

Terms & conditions

Privacy policy

Try Years

7 day trial from £3

Tell us about your dog

Chat with us

- Additionally, I replicated the "Try a 7-day trial of Years" promotion in the footer, employing a slightly altered design approach. This footer placement targets users who tend to scroll extensively, strategically capturing their attention with the same promotion presented in a modified style.

These alterations were thoughtfully crafted to enhance user interaction, amplify the visibility of essential information, and evoke a compelling sense of urgency, encouraging immediate action. This approach aims to elevate conversion rates while maintaining a contemporary and enjoyable design aligned with Years' brand guidelines.

Try a 7 day trial of Years

From just £3 🐾

96% nutritional rating on allaboutdogfood.co.uk

Mobile Redesign:

In this phase of the design project, most alterations made for the desktop version also apply to the mobile redesign. However, I'll highlight significant changes specifically tailored for mobile, considering the distinct form factor and responsive nature of mobile devices compared to desktop websites.

- The adaptation of the 'Try a 7-day trial of Years' promotion in the header was a pivotal change. The current version on years.com/pages/trialbox tends to lose visibility on smaller screens. Consequently, the linked image becomes significantly smaller, impacting its clarity and purpose. To address this, I made substantial adjustments while maintaining consistency. Consistency across platforms alleviates the cognitive load on users, ensuring a smoother and more user-friendly experience. Designing with consistency across various media types promotes intuition, reduces cognitive load, and fosters a sense of familiarity.

- Similar to the header, I endeavoured to maintain design coherence between the desktop and mobile versions. This consistency aligns with brand guidelines while optimising the design for improved conversion rates.

- In the mobile menu, I introduced alterations in certain CTAs by leveraging principles of Colour Theory and Psychology. Implementing colours like red and others throughout the mobile interface aligns with the psychology behind colour choices, aiming to influence user behaviour positively.

By integrating these adjustments, the design becomes more intuitive, reducing cognitive strain and fostering a sense of comfort and familiarity across all platforms.
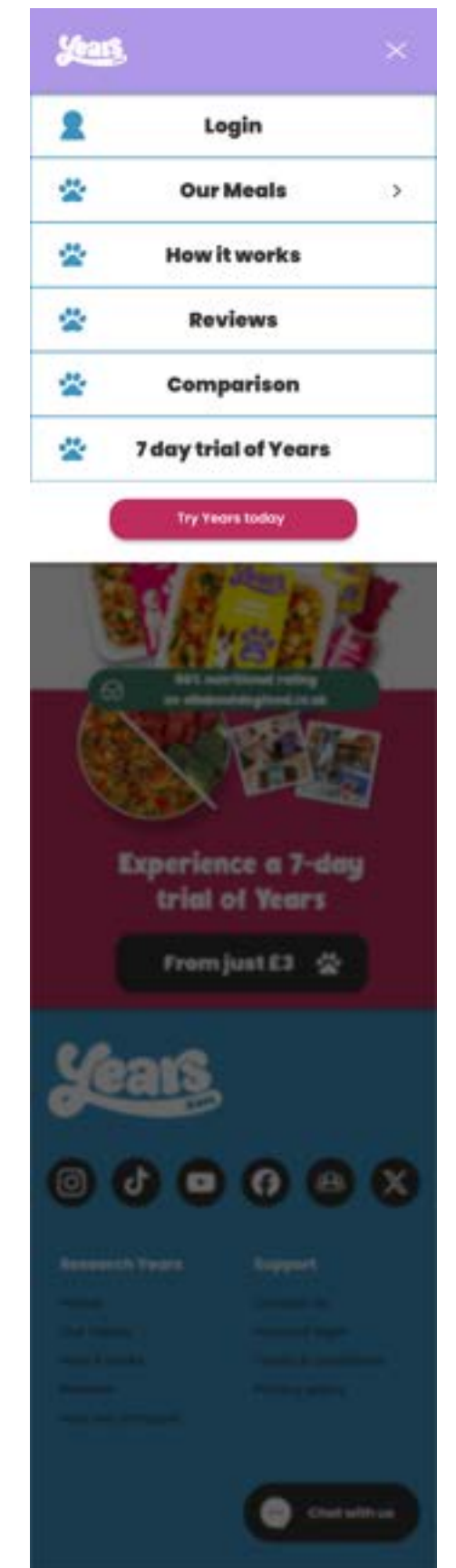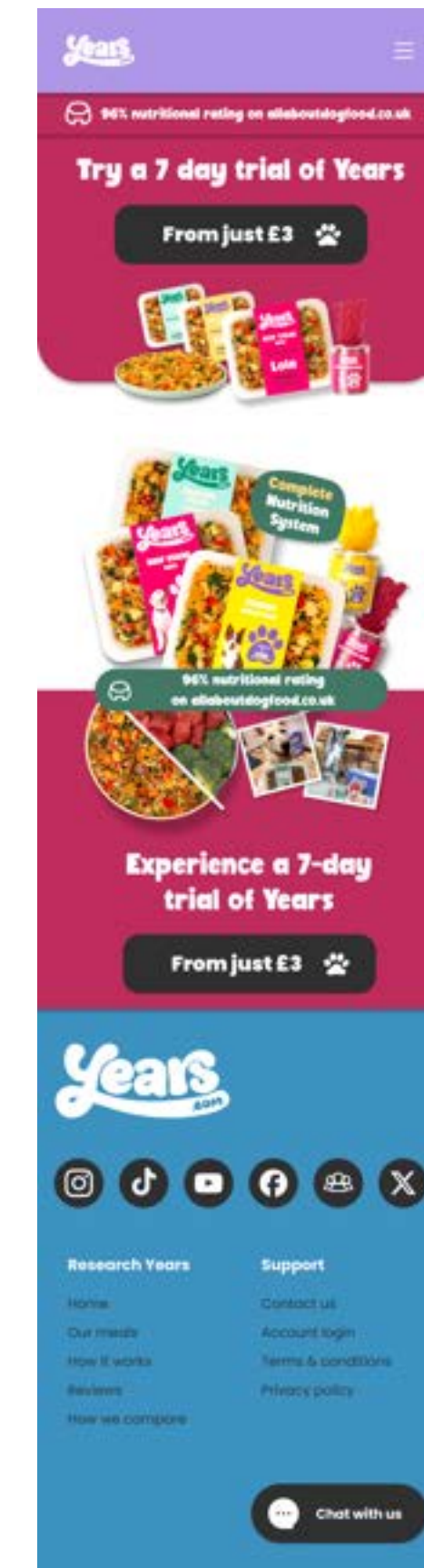
96% nutritional rating on allaboutdogfood.co.uk

Try a 7 day trial of Years

From just £3 🐾

Complete Nutrition System

96% nutritional rating on allaboutdogfood.co.uk

Experience a 7-day trial of Years

From just £3 🐾

Years.com

Research Years

Home

Our meals

How it works

Reviews

How we compare

Support

Contact us

Account login

Terms & conditions

Privacy policy

Chat with us

Try Years today

96% nutritional rating
on allaboutdogfood.co.uk

Experience a 7-day
trial of Years

From just £3 🐾

Research Years

Home
Our meals
How it works
Reviews
How we compare

Support

Contact us
Account login
Terms & conditions
Privacy policy

Chat with us

Conclusion

In the pursuit of optimising the Years.com website for enhanced Conversion Rate Optimization (CRO), a thorough analysis and redesign approach were undertaken. The goal was to strategically implement design elements that not only amplify user engagement but also improve visibility of key information critical for driving conversions.

Beginning with an in-depth examination of the existing elements, several significant improvements were identified and addressed. These encompassed strategic alterations in the desktop layout, focusing on the top promotional bar to ensure consistent visibility without impeding user exploration. Addition of the "Try a 7-day trial of Years" promotion in the footer aimed to capture the attention of users who extensively scrolled through the website.

The mobile redesign was equally meticulous, acknowledging the differences in form factor and responsive behaviour. Notable changes were made in the header, ensuring the visibility of the promotion on smaller screens and maintaining consistency for an intuitive user experience. Consistency between the desktop and mobile versions was a pivotal aspect, and aligning with brand guidelines while optimising for conversion rates.

Moreover, the colour palette and call-to-action elements were strategically adjusted, harnessing principles of Colour Theory and Psychology to influence user behaviour positively. This comprehensive approach aimed not only to drive conversions but also to uphold a modern and enjoyable design, resonating with the Years brand guidelines.

The amalgamation of these refined elements and strategic redesign decisions seeks to streamline the user journey, reduce cognitive load, and foster a sense of familiarity across various platforms. Ultimately, the intention is to create an intuitive, engaging, and conversion-centric website experience that aligns seamlessly with the ethos of Years.com.