Skinit Customizer Increases Conversion by 350%

Overview

Skinit, Inc. is the global leader in consumer electronic device personalization. Skinit was preparing to enhance the previously successful Photo Uploader, a web-based application that allows consumers upload their own photos and manipulate designs for their personal electronic devices, when they contacted Van Tyne Consulting. The objective was to enhance the features of the new solution and provide an intuitive and flexible interface with a rich user experience that increased conversion.

Approach

A variety of user experience methods and techniques were employed to reach this objective including: Competitive Heuristic Analysis, Contextual Inquiry, User and Task Analysis, Information Architecture, and Usability Evaluation.

Solution

Based on Skinit's goals and requirements, and through heuristic evaluation of the existing application, Van Tyne Consulting identified principle areas in need of improvement that included system navigation, content presentation, and visual design. Outlining these core areas of focus provided the tangible objectives through each phase of the development process and facilitate recommendations specific to feature enhancements, user experience, and system functionality.

By studying the actual work process, and analyzing the goals of the target customer, Van Tyne Consulting facilitated the design and development of a more effective, efficient and richer user experience to replace the current application.

Results

By integrating knowledge of the customers goals and design best practice with business objectives, Van Tyne Consulting help deliver a solution that exceeded projected revenue estimates. Van Tyne Consulting expertise and iterative design process produced a user experience that increased conversion by 350%.
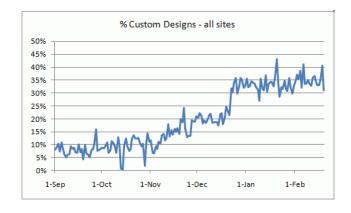

Figure 1: New Customizer Deployed Nov. 8th

Testimonial

 "Increasing the conversion of our Customizer application not only increased revenue it also enabled us to provide a more compelling customer experience which has driven significant interest in new and existing partner programs." – Paul Buss, CEO of Skinit.