



FANTASTIC[®]
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The Full Service Marketing Agency

USER EXPERIENCE AND THE JOURNEY TO CONVERSION

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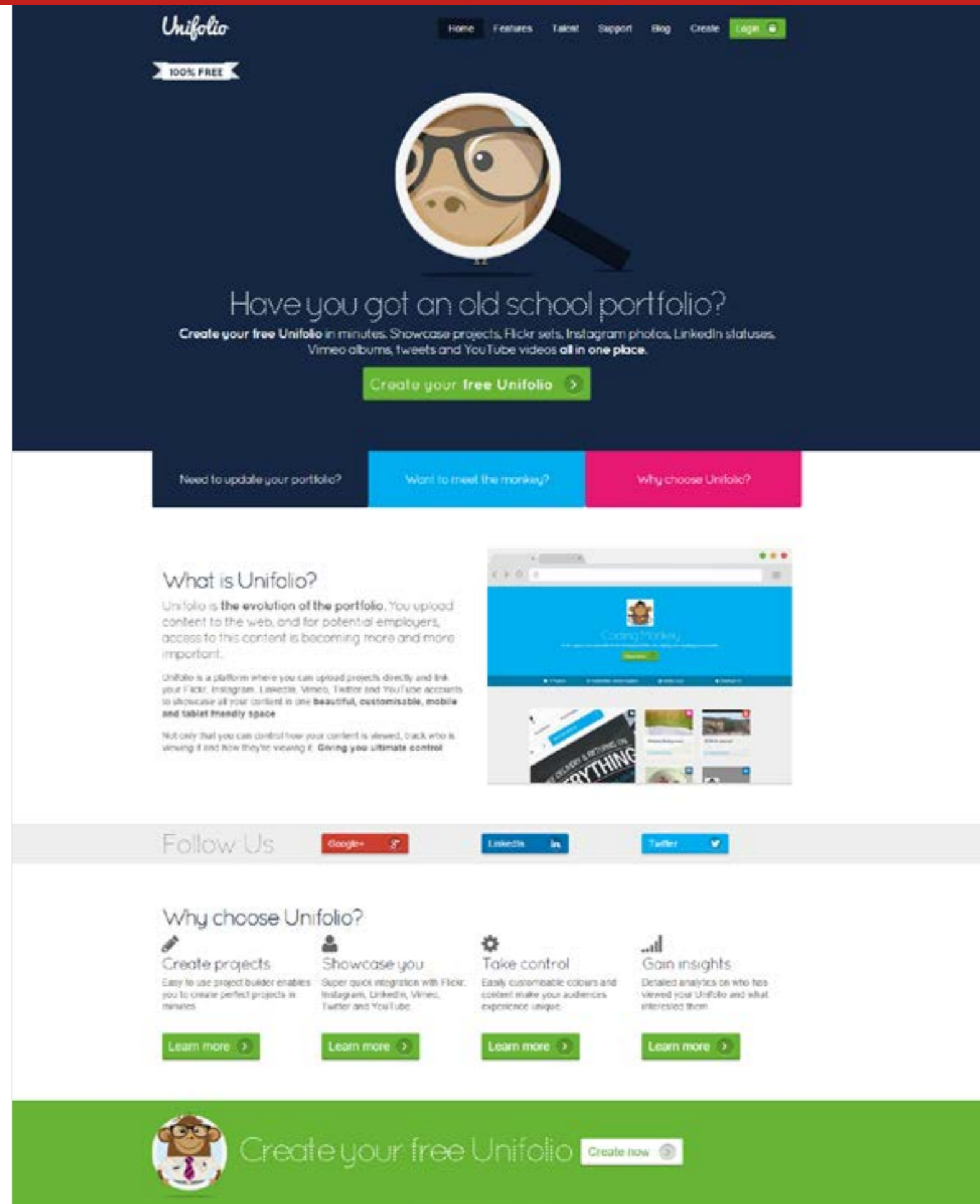
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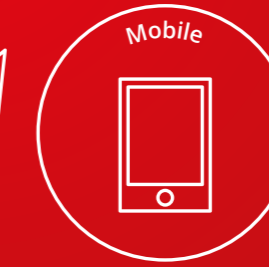


MILES THORP

Head of Digital @fantasticmedia
and founder @unifolio

🐦 @thorp88





FANTASTIC[®] *media*

The Full Service Marketing Agency

LET'S GET STARTED

Creating user profiles



Mapping out user journeys



Finding barriers for conversion



Defining experiments



Present Findings

WHAT IS CONVERSION?

**When a user completes a journey
we have set out for them**

EG: When someone purchases
something on a site

EG: A user signs up to a newsletter

Increasing conversion results in more
complete journeys

MADE UP OF...



Image



Name



Type of user



Age



Needs



Goals



NATHAN

Occasional User

Nathan is in his **20's** & a part-time multimedia **designer** from Leeds. He is also in his final year of university.

He needs a **quick** and reliable way of checking scores for his favourite sports events.

His primary goal is to be knowledgeable about sports to **talk** about with his friends. His secondary goal is to **share** scores with his friends on **social** media.



PAUL

Potential New Power User

Paul is in his **40's** and has two children. He is a full time **Creative Director** from Huddersfield. He has over 15 years experience in the field.

He needs to be able to **watch** sports **on the go** as he travels a lot in his spare time.

His primary goal is to watch live football. Secondary goals include finding **pricing** information to inform his buying decision.

WHAT IS A USER JOURNEY?

A series of steps where a user interacts with a website to accomplish a goal.

If they complete their journey we'll consider this a **conversion**.



WHY is the user visiting this website?

WHAT route do they have to take?

Nathan's Journey

Find the latest F1 Grand Prix results and share them with friends on Facebook



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He needs a **quick** and reliable way of checking scores for his favourite sports events.

His primary goal is to be knowledgeable about sports to **talk** about with his friends. His secondary goal is to **share** scores with his friends on **social** media.

1.HOME PAGE



Schweinsteiger: LvG will succeed

Manchester United's Bastian Schweinsteiger has urged the club's disgruntled fans to have faith in Louis van Gaal



Athletics

WADA calls for Russia ban



Football

Payet facing three months out



Live On Sky

American Football

Chicago @ San Diego

1:15am

Greyhounds

St Leger

Tuesday 7pm

Darts

Grand Slam of Darts

Tuesday, 7pm

[Get Sky Sports](#)

[Get a Sky Sports Pass](#)

Around Sky Sports



Get Sky Sports

More of the games that matter on Sky Sports



Watch on NOW TV

A Day Pass for only £6.99. No contract.



Sky Sports Audio

Listen to the latest news and interviews



Paper Talk

All the gossip from the morning editions

2. SCORE CENTRE



Score Centre

Powered by

Our flash Score Centre is no longer available. You can now access all live scores for each sport below or download our free Score Centre mobile apps

Live Scores



Live Football Scores



Live Cricket Scores

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Live Scores



Live Football Scores

- > Football Fixtures & Results
- > Football Live Blog



Live Cricket Scores

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Live Tennis

- > Live Tennis Scores
- > Tennis Live Blog



Live F1

- > F1 Schedule & Results
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Live Scores



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- > F1 Schedule & Results
- > F1 Live Blog



Live Golf Scores



Live NFL Scores



Live Rugby Union Scores

3. SCHEDULE & RESULTS

F1 Schedule & Results

[News](#)
[Video](#)
[Opinion](#)
[Drivers & Teams](#)
[Schedule & Results](#)
[Standings](#)
[Stats Zone](#)
[Get Sky F1](#)

2015 Season

[Add to calendar](#)

Australia

15th Mar



1	L Hamilton	GBR	Mercedes	1:31:54.067
2	N Rosberg	GER	Mercedes	+1.300
3	S Vettel	GER	Ferrari	+34.500

Malaysia

29th Mar



1	S Vettel	GER	Ferrari	1:41:05.793
2	L Hamilton	GBR	Mercedes	+8.500
3	N Rosberg	GER	Mercedes	+12.300

China

12th Apr



1	L Hamilton	GBR	Mercedes	1:39:42.008
2	N Rosberg	GER	Mercedes	+0.714
3	S Vettel	GER	Ferrari	+2.988

Bahrain

19th Apr



1	L Hamilton	GBR	Mercedes	1:35:05.809
2	K Raikkonen	FIN	Ferrari	+3.3

Driver Standings

#	Driver	Pts
1	Lewis Hamilton	345
2	Nico Rosberg	272
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4	Valtteri Bottas	126
5	Kimi Raikkonen	123

> All standings

Team Standings

#	Team	Pts
1	Mercedes	617
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> All standings

3. SCHEDULE & RESULTS

Country	Date	1	2	3
Malaysia	29th Mar	1 S Vettel GER Ferrari 1:41:02.795	2 L Hamilton GBR Mercedes +8.500	3 N Rosberg GER Mercedes +12.300
China	12th Apr	1 L Hamilton GBR Mercedes 1:39:42.008	2 N Rosberg GER Mercedes +0.714	3 S Vettel GER Ferrari +2.988
Bahrain	19th Apr	1 L Hamilton GBR Mercedes 1:35:05.809	2 K Raikkonen FIN Ferrari +3.3	3 N Rosberg GER Mercedes +6.0
Spain	10th May	1 N Rosberg GER Mercedes 1:41:12.555	2 L Hamilton GBR Mercedes +17.5	3 S Vettel GER Ferrari +45.3
Monaco	24th May	1 N Rosberg GER Mercedes 1:49:18.420	2 S Vettel GER Ferrari +4.4	3 L Hamilton GBR Mercedes +6.0
Canada	07th Jun	1 L Hamilton GBR Mercedes 1:31:53.145	2 N Rosberg GER Mercedes +2.2	3 V Bottas FIN Williams +40.6

> All standings

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> All standings

3. SCHEDULE & RESULTS

<p>24th May</p>	<p>2 S Vettel GER Ferrari +4.4</p> <p>3 L Hamilton GBR Mercedes +6.0</p>
<p>Canada</p> <p>07th Jun</p>	<p>1 L Hamilton GBR Mercedes 1:31:53.145</p> <p>2 N Rosberg GER Mercedes +2.2</p> <p>3 V Bottas FIN Williams +40.6</p>
<p>Austria</p> <p>21st Jun</p>	<p>1 N Rosberg GER Mercedes 1:30:16.930</p> <p>2 L Hamilton GBR Mercedes +8.8</p> <p>3 F Massa BRA Williams +17.5</p>
<p>Great Britain</p> <p>05th Jul</p>	<p>1 L Hamilton GBR Mercedes 1:31:27.729</p> <p>2 N Rosberg GER Mercedes +10.9</p> <p>3 S Vettel GER Ferrari +25.4</p>
<p>Hungary</p> <p>26th Jul</p>	<p>1 S Vettel GER Ferrari 1:46:09.985</p> <p>2 D Kvyat RUS Red Bull +15.7</p> <p>3 D Ricciardo AUS Red Bull +25.0</p>
<p>Belgium</p> <p>23rd Aug</p>	<p>1 L Hamilton GBR Mercedes 1:23:40.387</p> <p>2 N Rosberg GER Mercedes +2.0</p> <p>3 R Grosjean FRA Lotus +37.9</p>

3. SCHEDULE & RESULTS

Belgium 23rd Aug 	1	L Hamilton	GBR	Mercedes	1:23:40.387
	2	N Rosberg	GER	Mercedes	+2.0
	3	R Grosjean	FRA	Lotus	+37.9
Italy 06th Sep 	1	L Hamilton	GBR	Mercedes	1:18:00.688
	2	S Vettel	GER	Ferrari	+25.042
	3	F Massa	BRA	Williams	+47.635
Singapore 20th Sep 	1	S Vettel	GER	Ferrari	2:01:22.118
	2	D Ricciardo	AUS	Red Bull	+1.478
	3	K Raikkonen	FIN	Ferrari	+17.154
Japan 27th Sep 	1	L Hamilton	GBR	Mercedes	1:28:06.508
	2	N Rosberg	GER	Mercedes	+18.900
	3	S Vettel	GER	Ferrari	+20.800
Russia 11th Oct 	1	L Hamilton	GBR	Mercedes	1:37:11.024
	2	S Vettel	GER	Ferrari	+5.953
	3	S Perez	MEX	Force India	+28.918
United States	1	L Hamilton	GBR	Mercedes	1:50:52.703

3. SCHEDULE & RESULTS

	3	S Perez	MEX	Force India	+28.918
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United States
25th Oct

	1	L Hamilton	GBR	Mercedes	1:50.52.703
	2	N Rosberg	GER	Mercedes	+2.800
	3	S Vettel	GER	Ferrari	+3.300

Mexico
01st Nov

	1	N Rosberg	GER	Mercedes	1:42:35.038
	2	L Hamilton	GBR	Mercedes	+1.900
	3	V Bottas	FIN	Williams	+14.500

Brazil
13th Nov - 15th Nov

TV Times	On Air	Start
13th Nov Practice 1	11:45	12:00
13th Nov Practice 2	15:45	16:00
14th Nov Practice 3	12:45	13:00
14th Nov Qualifying	15:00	16:00
15th Nov Grand Prix	14:30	16:00

Abu Dhabi
27th Nov - 29th Nov

TV Times	On Air	Start
27th Nov Practice 1	08:45	09:00
27th Nov Practice 2	12:45	13:00
28th Nov Practice 3	09:45	10:00
28th Nov Qualifying	12:00	13:00

4. MEXICAN GRAND PRIX NEWS

F1 > Schedule & Results >

Mexican Grand Prix News

News Live Circuit Guide Results

Latest

Filters



WATCH: Midweek Report - Mexico
 Watch the full Midweek Report as Mike Gascoyne and Maurice Hamilton debate Mercedes' strategy and more!



Rachel's Diary: Mexico marvel
 Rachel Brookes on why Mexico turned out to be invigorating and exhausting, and why race day was the best of 2015 so far.



Merc: Lewis and Nico 'normal'
 Mercedes have insisted Hamilton and Rosberg's relationship remains unchanged in the wake of reports they're 'at war' again.



Ferrari: Lessons learned
 Ferrari team principal Maurizio Arrivabene feels a difficult weekend in Mexico will help the team in their push for the title in 2016.



Lewis wanted 'risky' strategy
 Lewis Hamilton admits he felt Mercedes should have 'let me take a risk' and not pit for a second time in the Mexican GP.



2015 F1 Driver Ratings
 Mexican GP driver ratings

F1 Live On Sky

Brazilian Grand Prix

13th Nov - 15th Nov



Fri 13th Nov On Air Start

Practice 1 11:45am 12:00pm

Practice 2 3:45pm 4:00pm

Sat 14th Nov On Air Start

Practice 3 12:45pm 1:00pm

Qualifying 3:00pm 4:00pm

Sun 15th Nov On Air Start

Grand Prix 2:30pm 4:00pm

> Get Sky F1

> Get a Sky Sports Pass

Team Standings

#	Team	Pts
1	Mercedes	617

5. MEXICAN GRAND PRIX RESULTS

F1 > [Schedule & Results](#) >

Mexican Grand Prix Results

[News](#) [Live](#) [Circuit Guide](#) [Results](#)

2015 Season

[Sessions](#) ▾

Race							
Pos	Driver	Team	Grid	Laps	Time	Fastest Lap	Pts
1	Nico Rosberg	Mercedes	1	71	1:42:35.038	1:20.521	25
2	Lewis Hamilton	Mercedes	2	71	+1.900	1:20.723	18
3	Valtteri Bottas	Williams	6	71	+14.500	1:21.585	15
4	Daniil Kvyat	Red Bull	4	71	+16.500	1:21.549	12
5	Daniel Ricciardo	Red Bull	5	71	+19.600	1:21.625	10
6	Felipe Massa	Williams	7	71	+21.400	1:22.009	8
7	Nico Hulkenberg	Force India	10	71	+25.800	1:22.391	6
8	Sergio Perez	Force India	9	71	+34.300	1:22.757	4
9	Max Verstappen	Toro Rosso	8	71	+35.200	1:22.603	2
10	Romain Grosjean	Lotus	12	71	+37.900	1:22.893	1
11	Pastor Maldonado	Lotus	13	71	+38.500	1:22.963	
12	Marcus Ericsson	Sauber	14	71	+40.100	1:22.716	
13	Carlos Sainz	Toro Rosso	11	71	+48.700	1:22.172	
14	Jenson Button	McLaren	20	71	+49.200	1:23.006	

F1 Live On Sky

Brazilian Grand Prix

13th Nov - 15th Nov



Fri 13th Nov **On Air** **Start**

Practice 1 11:45am 12:00pm

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Grand Prix 2:30pm 4:00pm

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Team Standings

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5. MEXICAN GRAND PRIX RESULTS

2	Lewis Hamilton	Mercedes	2	71	+1.900	1:20.723	18
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14	Jenson Button	McLaren	20	71	+49.200	1:23.006	
15	Alexander Rossi	Manor	16	69	+2 LAPS	1:25.005	
16	Will Stevens	Manor	17	69	+2 LAPS	1:25.540	
RET	Felipe Nasr	Sauber	15	-	-	-	
RET	Sebastian Vettel	Ferrari	3	-	-	-	
RET	Kimi Raikkonen	Ferrari	19	-	-	-	
RET	Fernando Alonso	McLaren	18	-	-	-	

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Grand Prix	2:30pm	4:00pm

- > Get Sky F1
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> All standings

Driver Standings

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5	Kimi Raikkonen	123

www.skysports.com/f1/grandprix/mexico/results

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F1 > Schedule & Results >

Mexican Grand Prix Results

News Live Circuit Guide **Results**

2015 Season Sessions

Race							
Pos	Driver	Team	Grid	Laps	Time	Fastest Lap	Pts
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F1 Live On Sky

Brazilian Grand Prix

13th Nov - 15th Nov

sky SPORTS

Fri 13th Nov On Air Start

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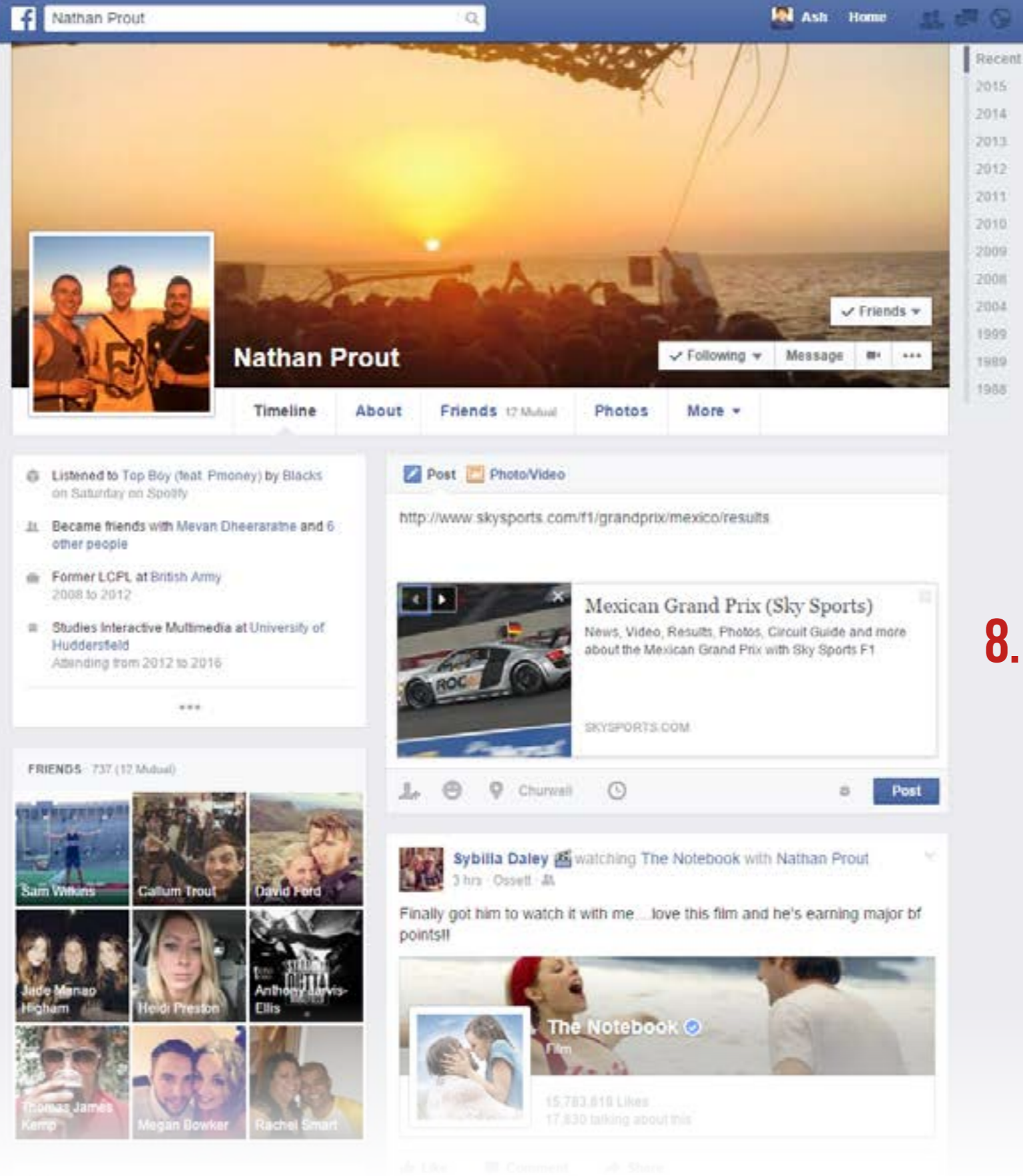
Qualifying 3:00pm 4:00pm

Sun 15th Nov On Air Start

Grand Prix 2:30pm 4:00pm

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7. GO TO FACEBOOK



8. PRETTY SURE THAT ISN'T EVEN AN F1 CAR...

FRUSTRATING?

These are known as
barriers to conversion.

- Missing features
- Broken functionality
- Amount of clicks needed
- Page load time

HOW easy is it to get there?

WHICH features are missing?

HOW DO WE IMPROVE IT?

Experiment!

1. Suggest a solution
2. Make it happen (A/B Testing)
3. Measure the difference

1.HOME PAGE



Schweinsteiger: LvG will succeed

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WADA calls for Russia ban



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Payet facing three months out



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Live Football Scores



Live Cricket Scores

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Live Tennis

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Live F1

- > F1 Schedule & Results
- > F1 Live Blog



Live Golf Scores



Live NFL Scores



Live Rugby Union Scores

3. SCHEDULE & RESULTS

F1 Schedule & Results

News Video Opinion Drivers & Teams **Schedule & Results** Standings Stats Zone Get Sky F1

2015 Season

LATEST FIRST

Add to calendar

Country	Date	Pos	Driver	Nat	Team	Time	Gap
Mexico	01st Nov	1	N Rosberg	GER	Mercedes	1:42:35.038	
		2	L Hamilton	GBR	Mercedes		+1.900
		3	V Bottas	FIN	Williams		+14.500
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> All standings

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F1 > Schedule & Results >

Mexican Grand Prix News

News Live Circuit Guide Results

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Brazilian Grand Prix

13th Nov - 15th Nov



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5. MEXICAN GRAND PRIX RESULTS

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Grand Prix 2:30pm - 4:00pm

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GALLERY

BACK / SHARE S

COMMENTS

Back to F1 Results

Share with friends    

0 Comments Sky Sports  Login

 Recommend  Share Sort by Best

 Start the discussion...

CONTINUOUS IMPROVEMENT

Not an exact science

Don't be disheartened

Keep trying new ideas to learn more about
your users

FANTASTIC[®]
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The Full Service Marketing Agency

**ASK QUESTIONS TO
WIN PRIZES!***

 **@FANTASTICMEDIA**

#FANTASTICUX

*UNTIL THEY RUN OUT :)