FANTASTIC media ®

The Full Service Marketing Agency

USER EXPERIENCE AND THE JOURNEY TO CONVERSION

🐦 @FANTASTICMEDIA

#FANTASTICUX

MILES THORP

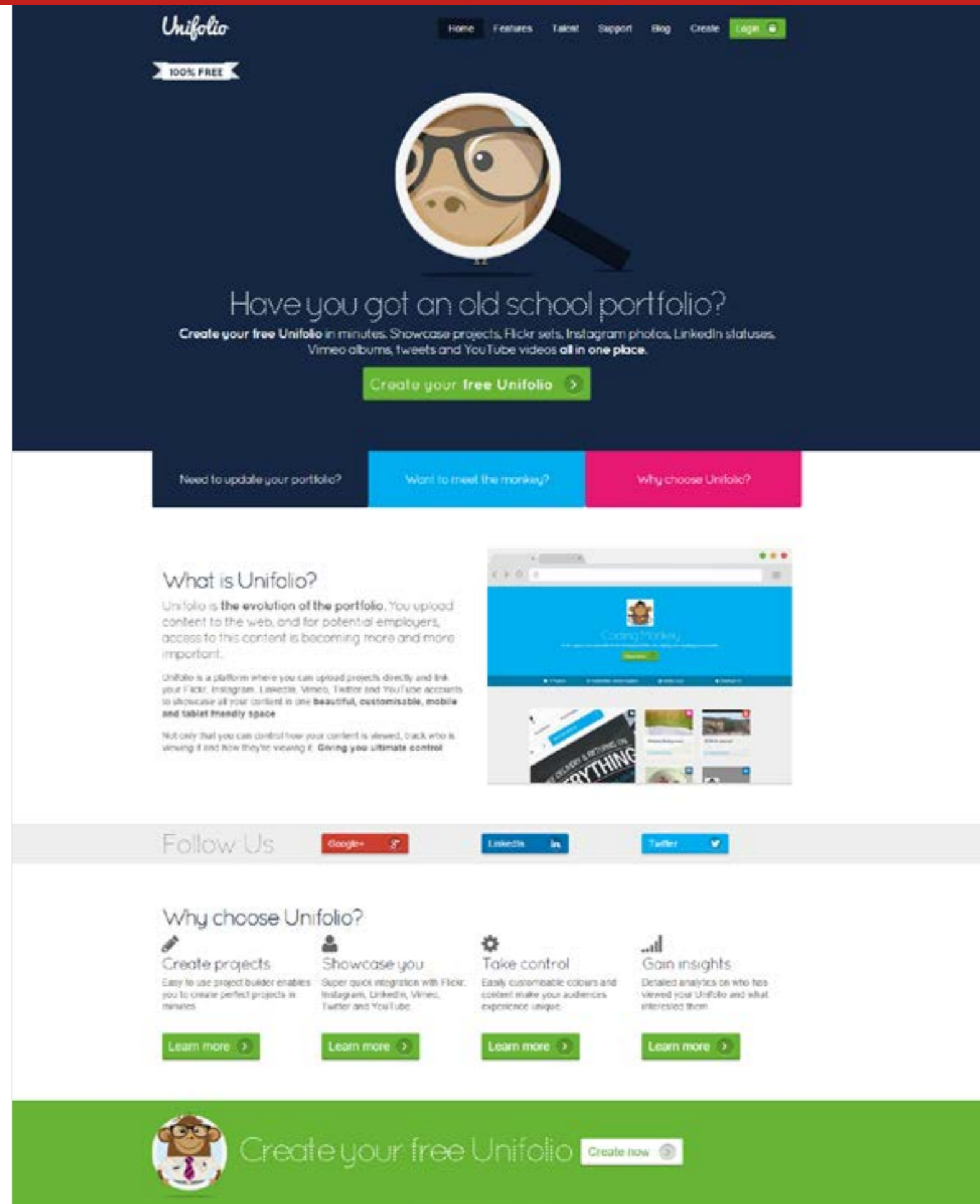Head of Digital **@fantasticmedia**
and founder **@unifolio**

🐦 **@thorp88**

ASH PENNINGTON

Creative Developer **@fantasticmedia**

🐦 **@ashdotslash**

Sales Alignment

Brand & Creative

Events & Sponsorship

Website

Search

E Commerce

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media
The Full Service Marketing Agency

Mobile

Presentations & Multimedia

Email Marketing

Advertising

Social

PR

Direct Marketing
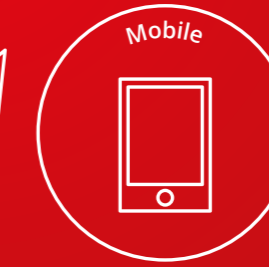
LET'S GET STARTED

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

sky SPORTS

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**.

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SKY SPORTS

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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.

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

FANTASTIC

1.HOME PAGE

2. SCORE CENTRE

sky SPORTS

Get Sky Sports   Sign In   Search Sky Sports

Home   Sports ⌄   Score Centre   Video   Sky Bet   More ⌄

Watch Sky Sports

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

2. SCORE CENTRE

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
> Football Fixtures & Results
> Football Live Blog

Live Cricket Scores
> Cricket Fixtures & Results
> Cricket Live Blog

Live Tennis
> Live Tennis Scores
> Tennis Live Blog

Live F1
> F1 Schedule & Results
> F1 Live Blog

2. SCORE CENTRE

Live Scores

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> Football Fixtures & Results
> Football Live Blog

Live Cricket Scores
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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

3. SCHEDULE & RESULTS

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
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

Team Standings

#	Team	Pts
1	Mercedes	617
2	Ferrari	374
3	Williams	243
4	Red Bull	172
5	Force India	112

> All standings

3. SCHEDULE & RESULTS

| 24th May | | 2 | S Vettel | GER | Ferrari | +4.4 |
| | | 3 | L Hamilton | GBR | Mercedes | +6.0 |

Canada		1	L Hamilton	GBR	Mercedes	1:31:53.145
07th Jun		2	N Rosberg	GER	Mercedes	+2.2
		3	V Bottas	FIN	Williams	+40.6

Austria		1	N Rosberg	GER	Mercedes	1:30:16.930
21st Jun		2	L Hamilton	GBR	Mercedes	+8.8
		3	F Massa	BRA	Williams	+17.5

Great Britain		1	L Hamilton	GBR	Mercedes	1:31:27.729
05th Jul		2	N Rosberg	GER	Mercedes	+10.9
		3	S Vettel	GER	Ferrari	+25.4

Hungary		1	S Vettel	GER	Ferrari	1:46:09.985
26th Jul		2	D Kvyat	RUS	Red Bull	+15.7
		3	D Ricciardo	AUS	Red Bull	+25.0

Belgium		1	L Hamilton	GBR	Mercedes	1:23:40.387
23rd Aug		2	N Rosberg	GER	Mercedes	+2.0
		3	R Grosjean	FRA	Lotus	+37.9

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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

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
sky SPORTS F1

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
sky SPORTS F1

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

FANTASTIC media

5. MEXICAN GRAND PRIX RESULTS

5. MEXICAN GRAND PRIX RESULTS

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	
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	-	-	-	

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

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1	Mercedes	617
2	Ferrari	374
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5	Force India	112

> All standings

Driver Standings

#	Driver	Pts
1	Lewis Hamilton	345
2	Nico Rosberg	272
3	Sebastian Vettel	251
4	Valtteri Bottas	126
5	Kimi Raikkonen	123

6. COPY URL

7. GO TO FACEBOOK
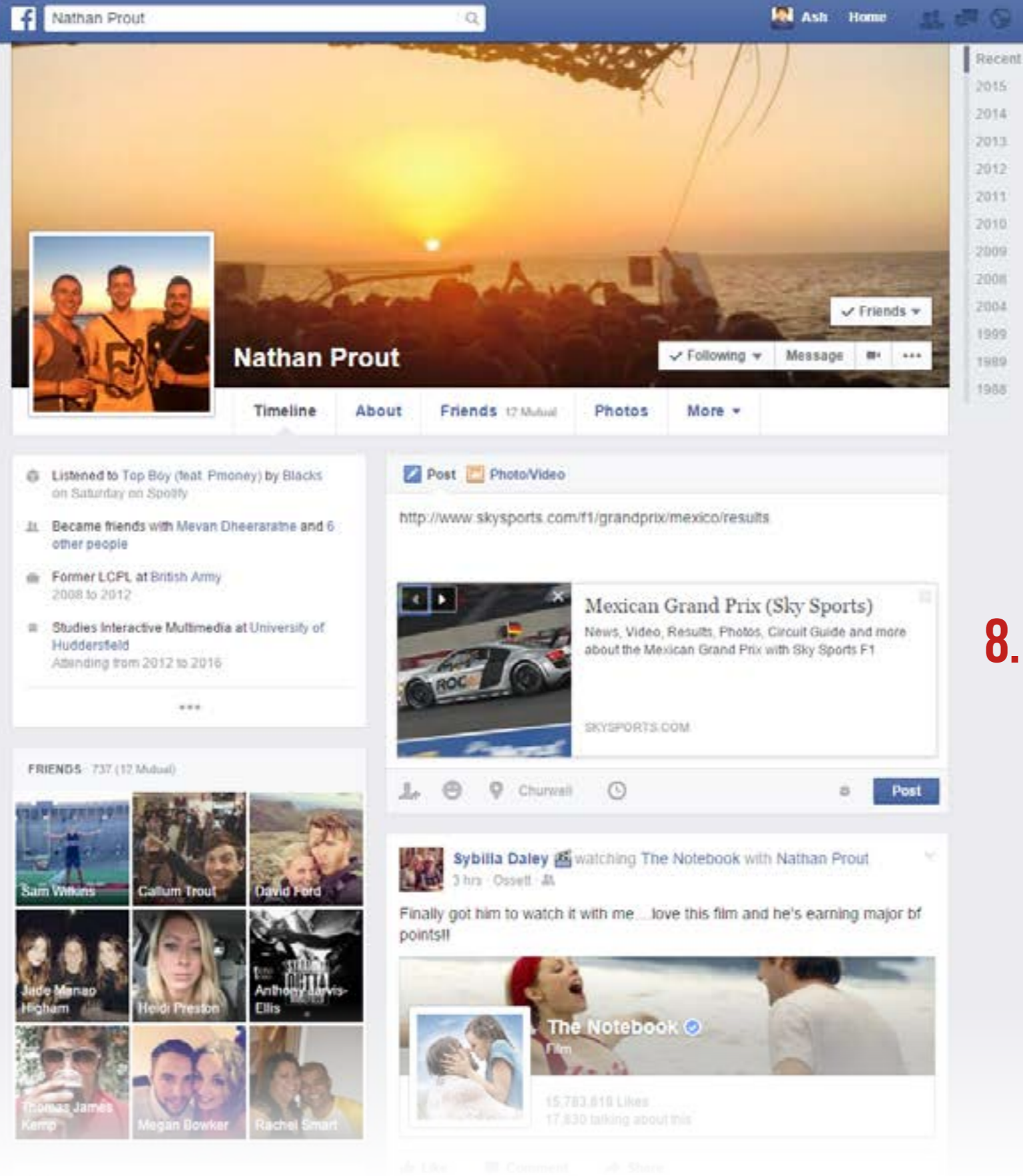
8. PRETTY SURE THAT ISN'T EVEN AN F1 CAR...

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

2. SCORE CENTRE

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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
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RET	Felipe Nasr	Sauber	15	-	-	-	
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Grand Prix   2:30pm   4:00pm

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GALLERY

BACK / SHARE S

Back to F1 Results

Share with friends f t in ✉

COMMENTS

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

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The Full Service Marketing Agency

ASK QUESTIONS TO WIN PRIZES!*

🐦 @FANTASTICMEDIA

#FANTASTICUX

*UNTIL THEY RUN OUT :)