

ESSENTIALS

UX Essentials User Flow / Mapping Research

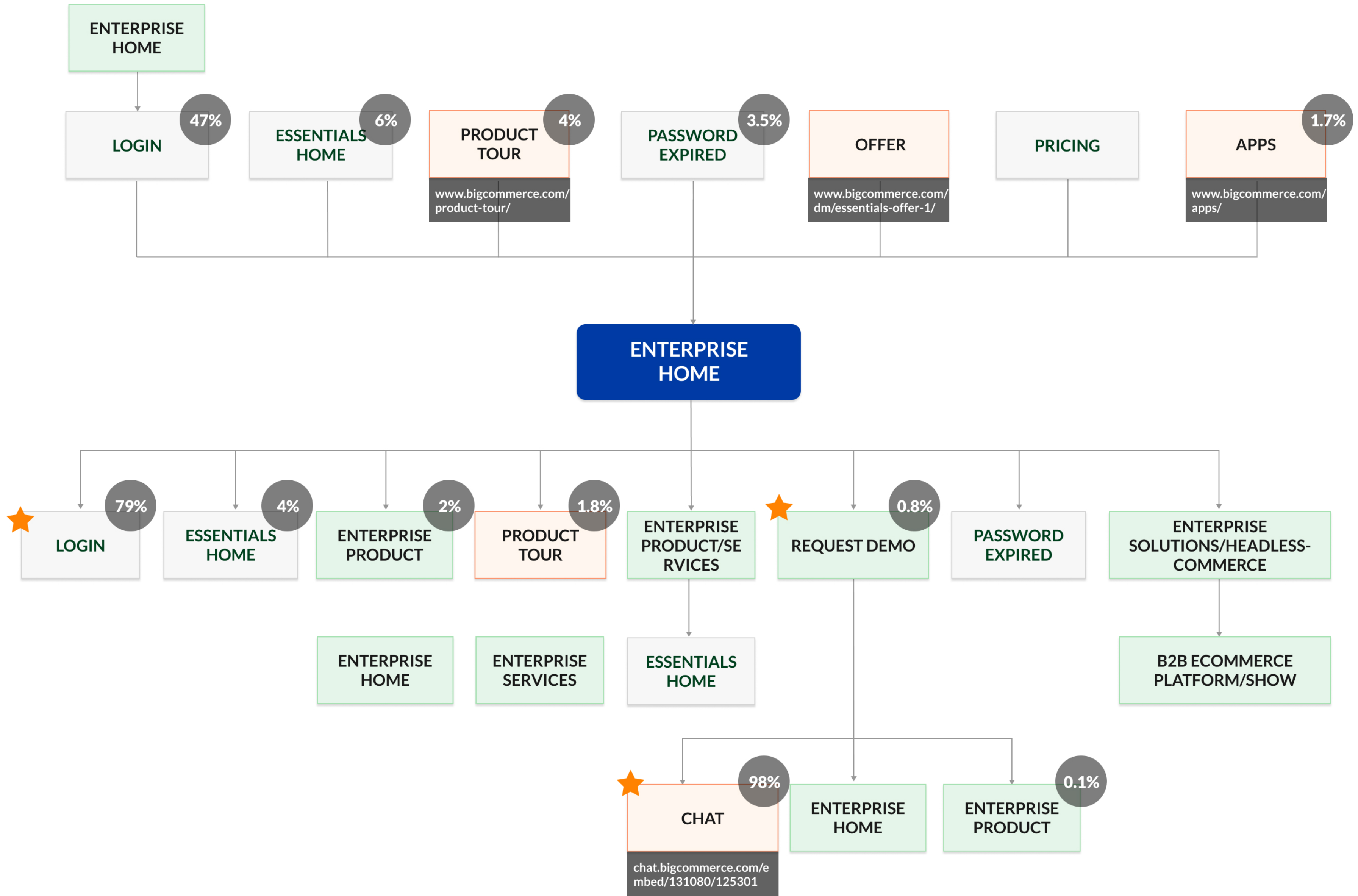
CD-2865

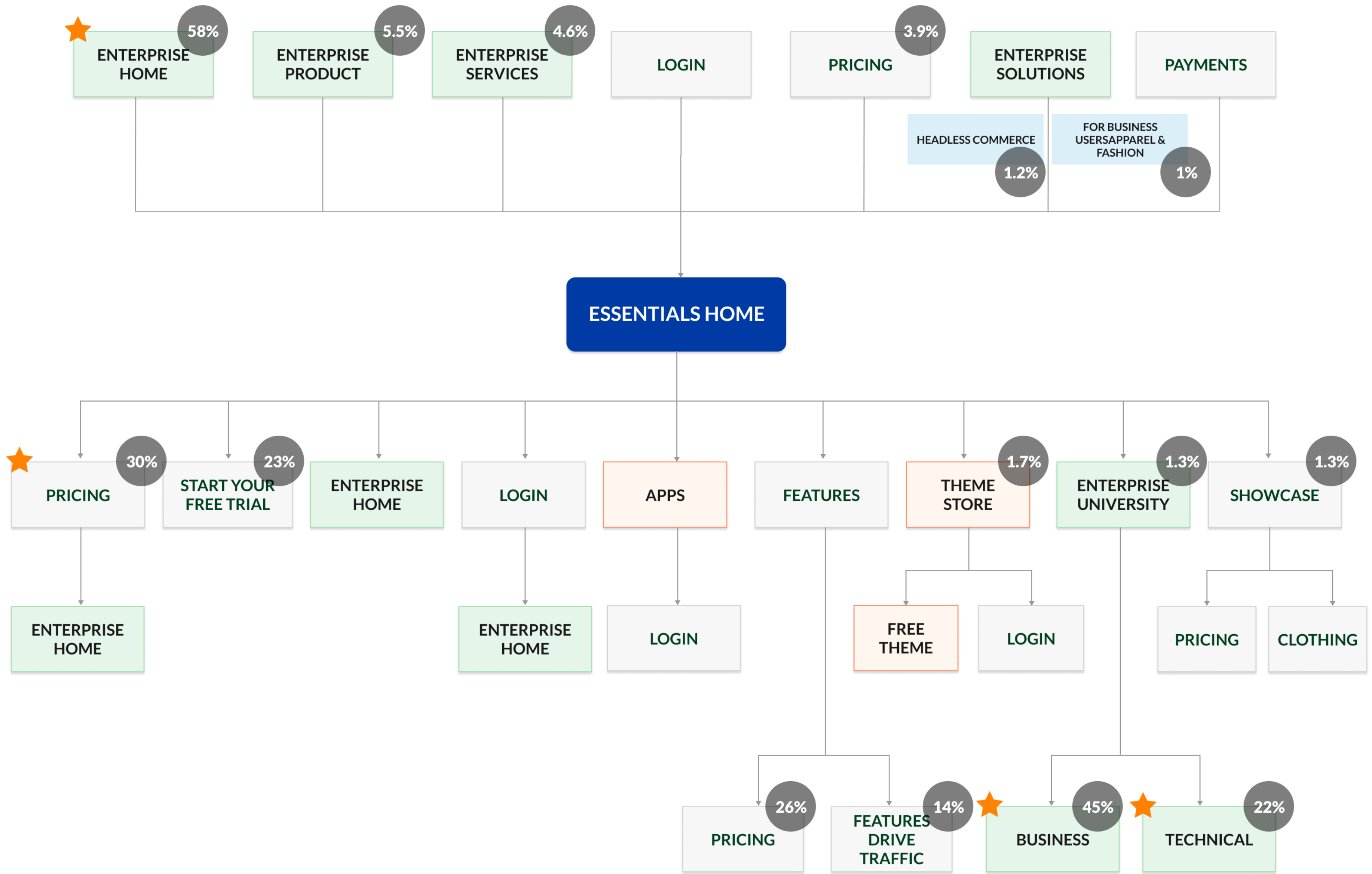
R1

Nov 15, 2021

UX Designer

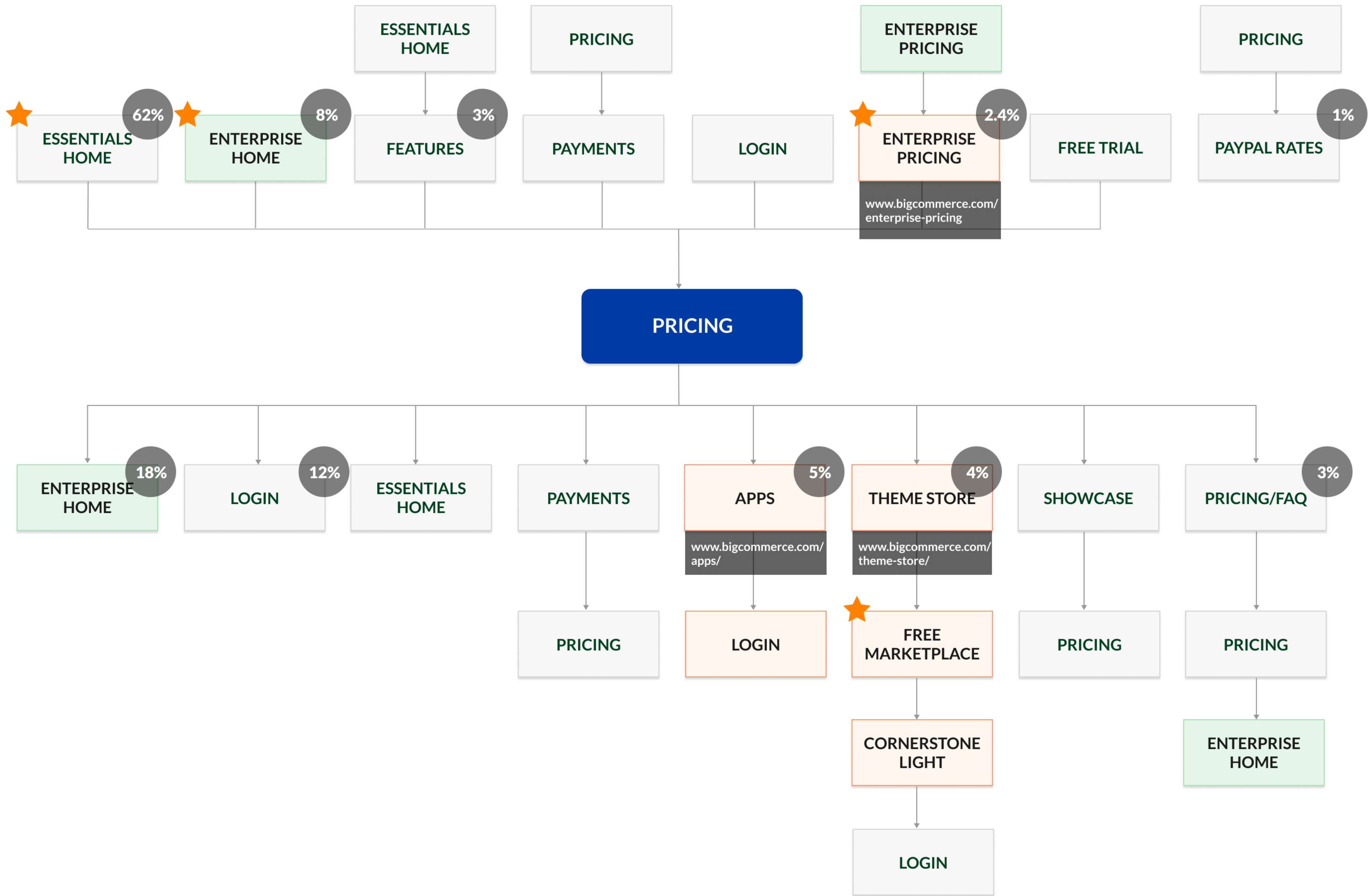
Jin Yeong Kim



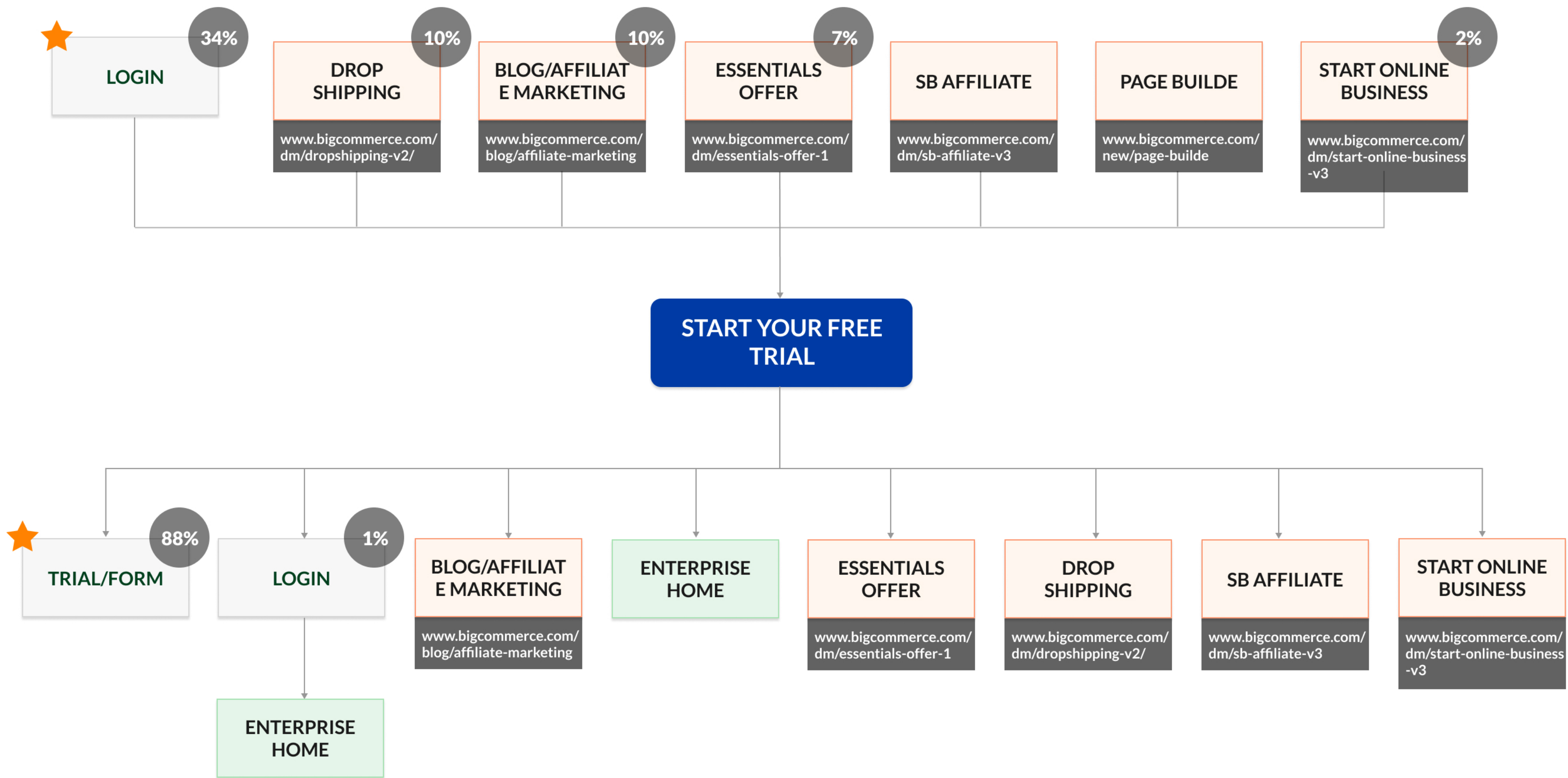


Pricing

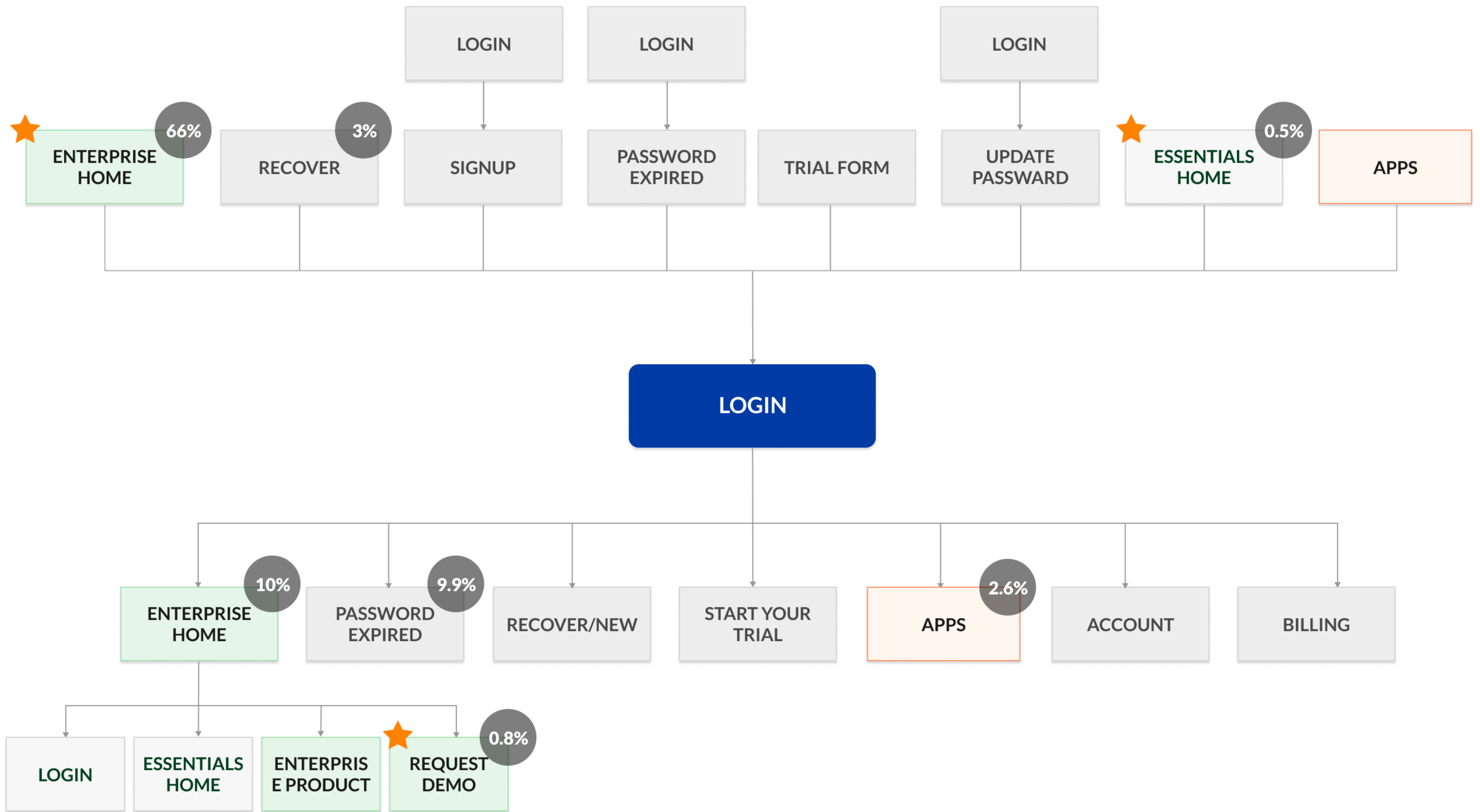
ENTERPRISE ESSENTIALS OTHER SITES

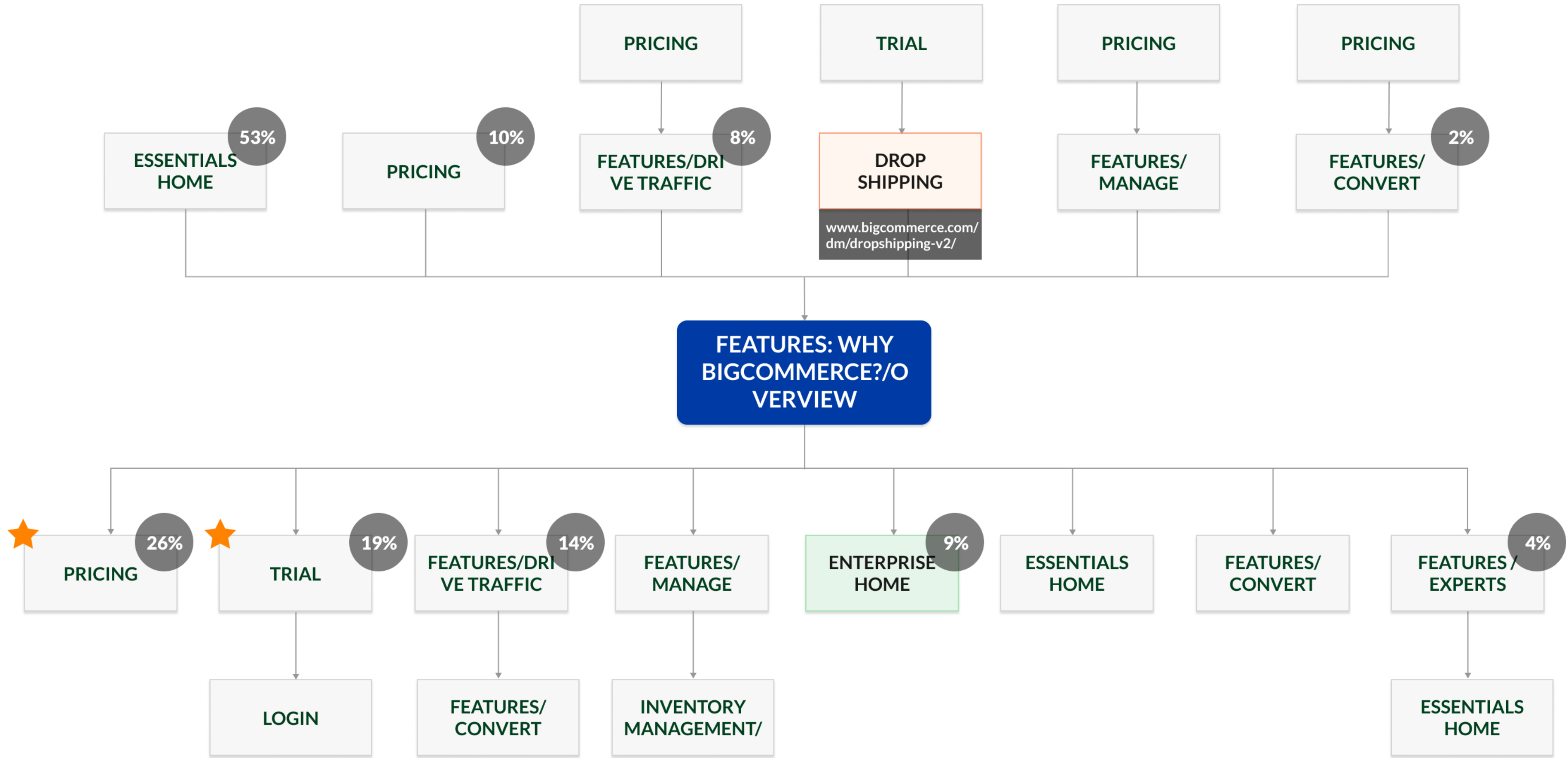


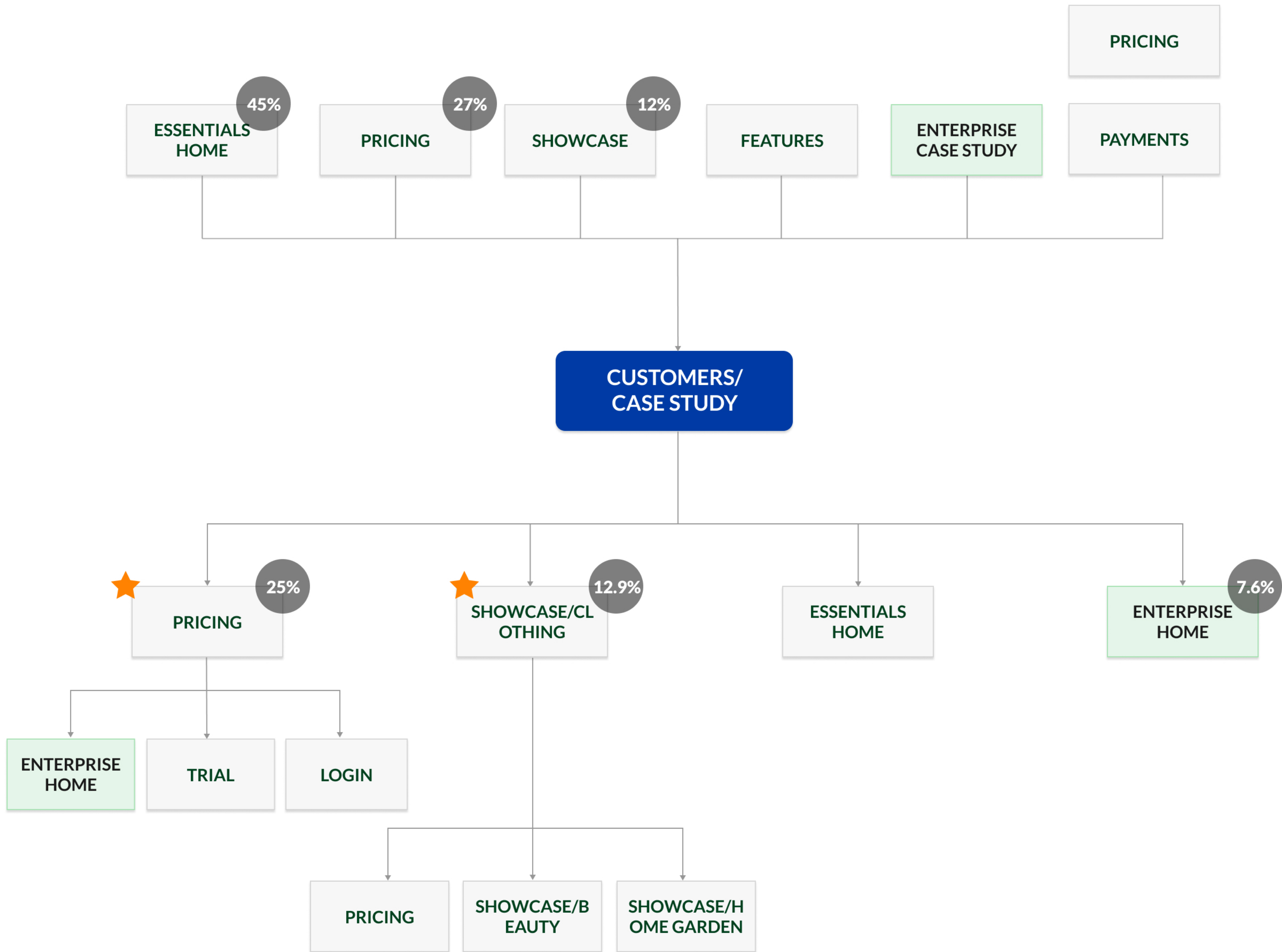
Start Your Trial

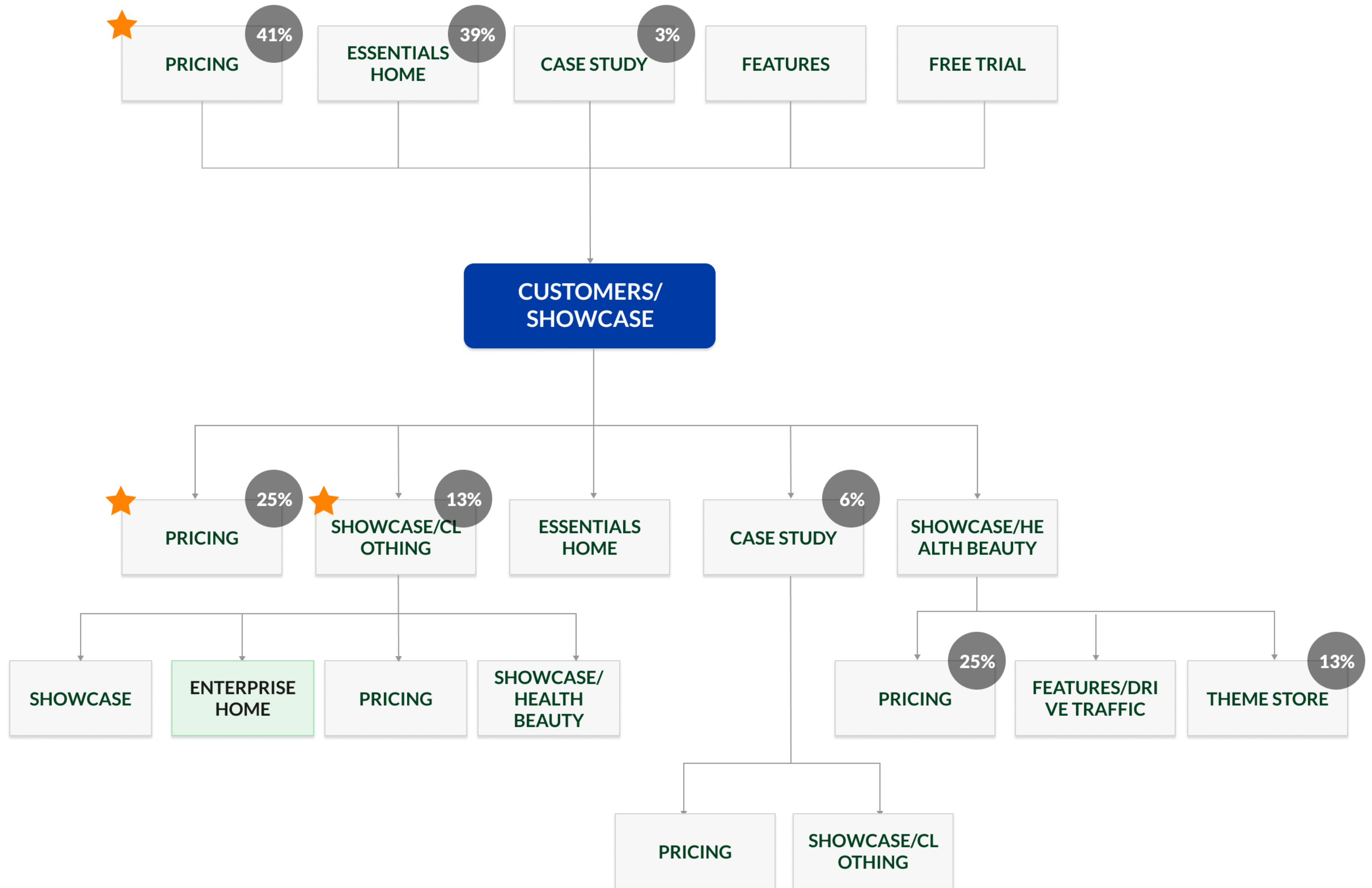


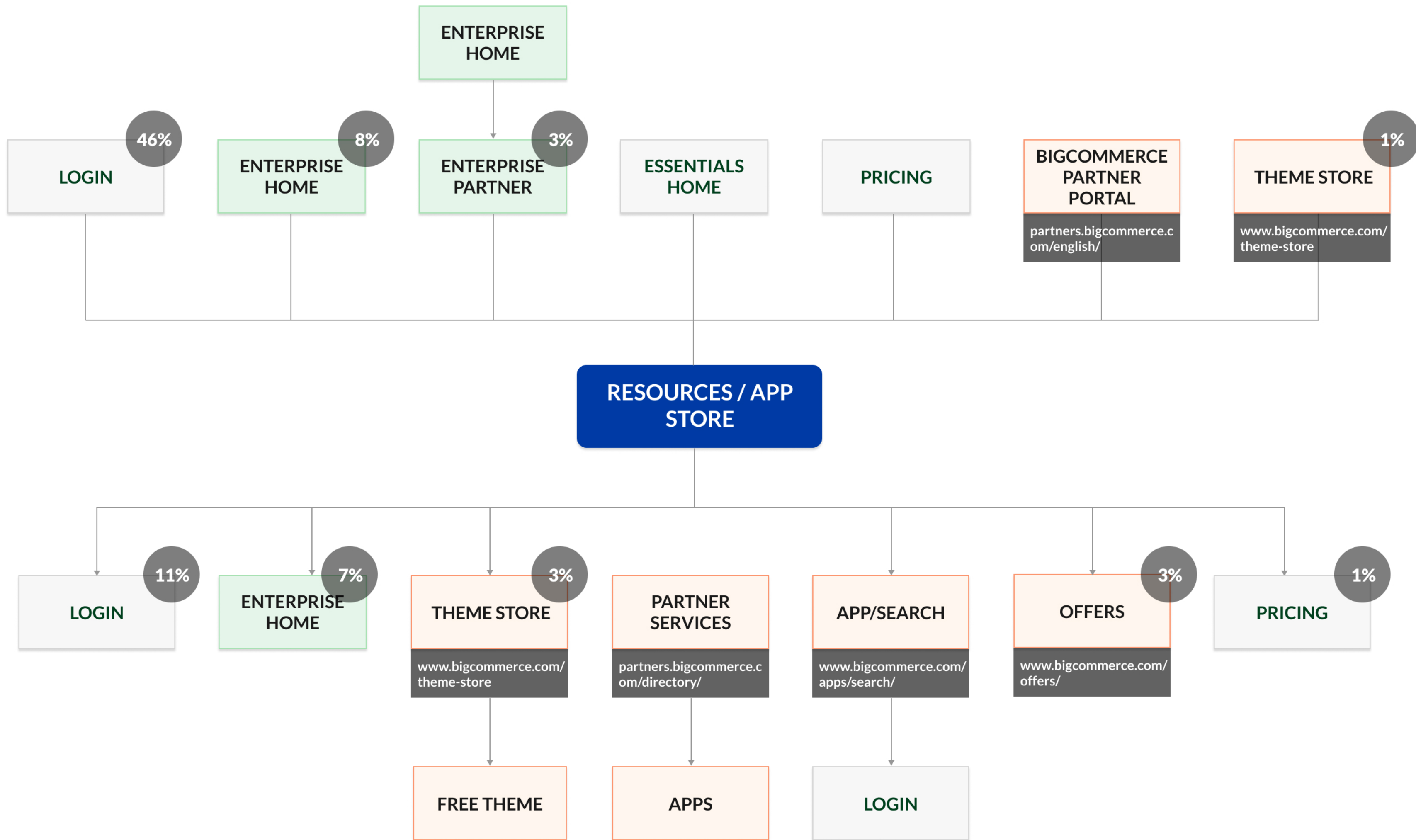
Login

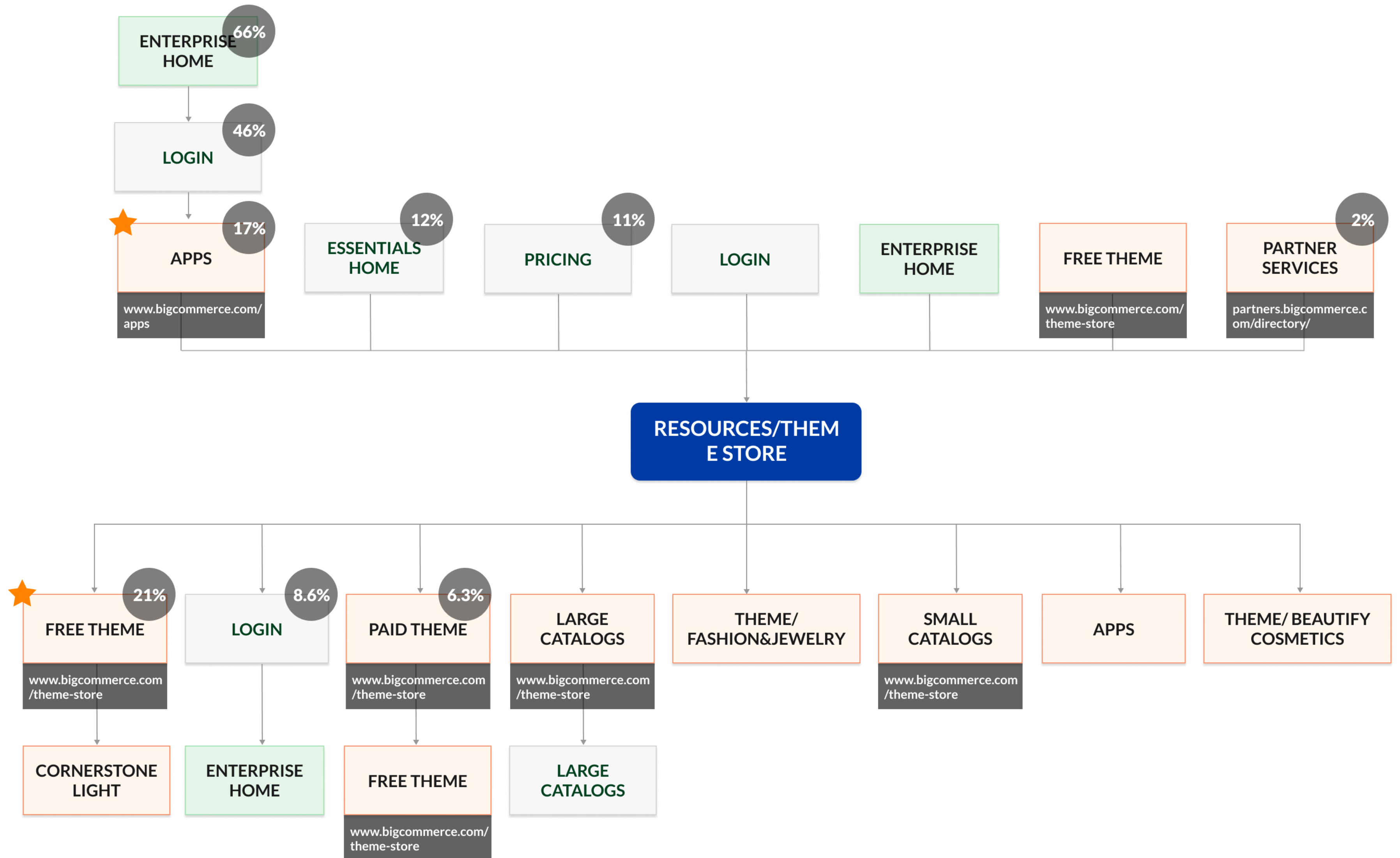






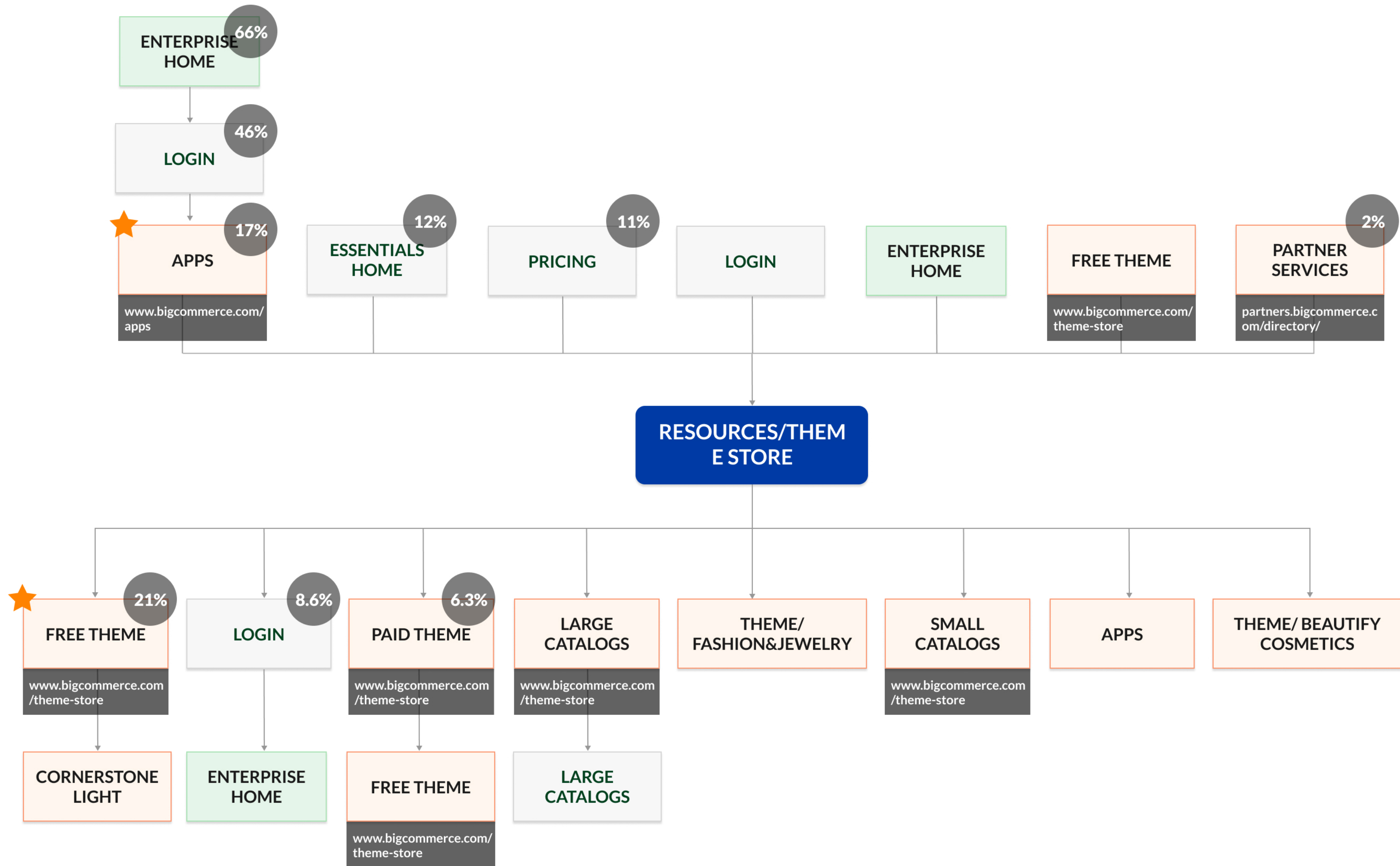




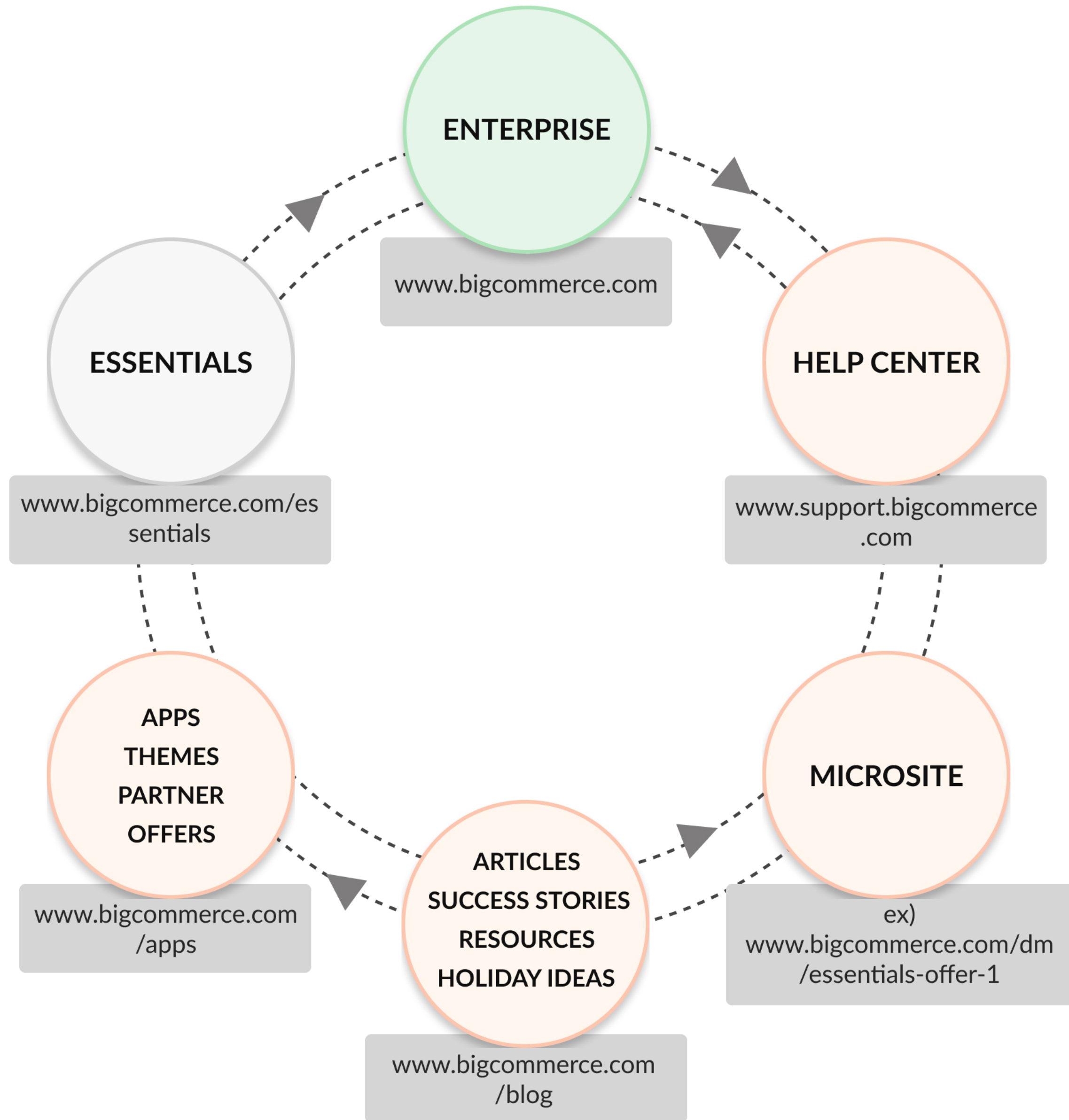


Theme template comparison charts

<https://docs.google.com/spreadsheets/d/1o3A4vSJLxLEXsQqAh21hhK1pJFGpz7nrPVtnqodJzjc/edit?usp=sharing>



Ecosystem Map



Key Takeaways

1. Pricing Pricing and Pricing

“All roads lead to pricing”

Most of the user flow includes Pricing.

2. Enterprise vs. Essentials

More than half of users come from Enterprise Home, and they navigate back and forth between Enterprise and Essentials. We need to pay more attention to providing easy, simple user flow and clarify what is different between the two sites.

3. User Ecosystem

We need to observe and provide the best practices on how we can facilitate easier navigation through all sites by creating frictionless interactions and smoother user flows.

4. Resources

Resources open four different sites, which are Support, App Store, Enterprise < BC University, and Blog. Let's consider having the hub page provide all pertinent information for users.

5. Optimize User Flow for Mobile View

We can consider two separate flows/checklists for desktop vs. mobile and adjust the steps in each flow/checklist to the given UI.

The Essentials Homepage (bigcommerce.com/essentials/), users click on the following links:

Rank	Link Text	Link Click Events
1	• pricing	14,295
2	• menu	6,270
3	• start your free trial	5,670
4	• enterprise	5,578
5	• login	4,866
6	• undefined	4,460
7	• why bigcommerce?	4,319
8	• resources	3,160
9	• customers	2,944
10	• explore features	894

Devices of those visiting the /essentials/ section of the site

Device	All Users	US Essential Pages /essentials/	Free Trial Signups
desktop	60.2%	60.8%	72.6%
mobile	38.6%	37.9%	26.6%
tablet	1.2%	1.3%	0.76%

Refer to other UX Research for details.

Mobile UX Essentials Competitive Research - CD3379

Invision:

<https://bigcommerce.invisionapp.com/console/share/NY3506LO4A>

Google Slides:

<https://docs.google.com/presentation/d/1iJHLxBZjLLFol-Ku5LIPagQNahGB8XkxjY1XtljCb1o/edit?usp=sharing>

UX- Essentials Competitive Research - CD2866

Invision:

<https://bigcommerce.invisionapp.com/console/share/D433243BJ3>

Google Slides:

<https://docs.google.com/presentation/d/1firzwQqLzLajiAZLGMWmUwXzkAID8meS1CQPEPBx-XCg/edit?usp=sharing>

UX Essentials Structure - CD3463

Invision:

<https://bigcommerce.invisionapp.com/console/share/7C36LTA8ME>

Google Slides:

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UX Essentials User Flow / Mapping Research - CD2865

Invision:

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Google Slides:

<https://docs.google.com/presentation/d/1ZHSqLuGn2HMHee2TwVhYDGVcpE0q0Ef3lpQ5OOlbS4o/edit?usp=sharing>

20211102-CD-2865: UX Essentials Page Paths (by Ivy)

https://docs.google.com/spreadsheets/d/1wzfaUH4_avwHDj7D1jYgq1-wcef5TwsZz9hPxwDWH8/edit?usp=sharing

Competitive Analysis of Navigation Structures

<https://docs.google.com/spreadsheets/d/1hfhXOgzfcDiqNzxUH9O8VhoGJ6CsgLY2JO0DdwKMvaM/edit?usp=sharing>

Theme template comparison charts

<https://docs.google.com/spreadsheets/d/1o3A4vSJLxLEXsQqAh21hhK1pJFGpz7nrPVtnqodJzjc/edit?usp=sharing>