

Language Courses Abroad

CRO Landing Pages Research

Research Overview

Research goals

The purpose of this design research is to gather an in-depth understanding of the user experience of costumers using the new landing pages.

Method

Open-ended questions and usability test.

Sample

In-person interviews x 7 with prospects and 1 Ambassador

16 – 18 y/o

Mixed genders

Location: Barcelona

Device: Iphone11

Interview draft:

https://www.dropbox.com/s/hvbixz8nnzd2930/Script_EN.pdf?dl=0

Research Overview

Sites tested

Language products:

<https://www.ef.com.es/cc/es/cursos-idiomas/>

Multi-product:

<http://a006dfb7aef2511e99e890aefbeabf97-1219120018.eu-west-1.elb.amazonaws.com/cc/es/intercambio-all-ux>

What do we want to learn?

How do they consume the content of the page and interact with it?

How do they interact with the filter modal?

How do they return to us?

For multi-product, would they find the academic products?

What are their impressions, needs and behaviours?

What are they interested in? Programs? Destinations? Testimonials?...

Would they want to learn more in order to travel with us?

What do they expect from our product?

Would they contact us?

Take Aways

**How did they interact with
the pages?**

Take Aways - Usability

1. Upon landing they preferred clicking CTAs versus scrolling.

Only 3 users out of the 8 scrolled during both tasks while interacting with these pages. The clear winner was “Explore Destinations” call to action. But having to choose between two buttons hindered decision making.

If they clicked on “Free Brochure” they would go back. The main reactions were “I didn’t expect a form”, “I don’t want to give my contact details immediately” or “I expected a digital brochure instantly”.

2. Main interaction in the page was on the Destinations Carousel.

They swiped the Destinations Carousel and selected a destination. They all interacted successfully with the filter modal, understood it and thought it was intuitive.

Some users would think the Destinations Carousel was the end of the page, not scrolling past it. However they would scroll in other pages through out their journey.

3. They are using the Menu button to navigate.

After landing on our page for them it is one experience, they just think it's our main site. Thus when browsing back and forth, finding out information they would use the menu.

When they want to go back to the cc page they click on Home, but they end up in ef.com. Adding more cognitive load to them.

Occasionally native browser behaviour got in the way. Users were taken back unintentionally and would have to choose again from the Filter modal.

Take Aways - General

4. They would interact with forms but not so early and mostly for ILSH

They didn't want to give their data as they arrived on the page.

If they clicked on "Free Brochure" they would go back. The main reactions were "I didn't expect a form", "I don't want to give my contact details immediately" or "I expected a digital brochure instantly". One user had already requested it and felt spammed, did I do something wrong? Why do I keep getting brochures (printed)? So wouldn't fill in the form.

Skepticism, confusion and questions around forms. Note: ILSH Reserve form with estimated price worked well for 2 users, although there were usability issues.

5. How would they contact us?

When asked they found a way of getting in touch with us. They would contact us by phone or visit our offices to get clear information if they were interested.

Some of them spontaneously said “at this point I would call to get clarification”. They had questions regarding information and prices.

Take Aways

**What are their pains, gains
and motivations?**

Take Aways - Discoverability

1. Main drive was towards destinations.

They were drawn to the destinations. 7 out of 8 thought that was the most important thing for them. Although most of them want to learn a language abroad, only one user mentioned the programs were the most important information to inquire about.

When asked about the Destination Carousel they mentioned it was very attractive to them.

2. They want to see how the experience will be.

They want to feel the spark and see the experience of other costumers.

5 out of 8 mentioned >

- Real reviews, good and bad to get a real the feeling that we are real, we can make mistakes
- Through videos format
- Good and bad reviews (transparency, we are just people we can make mistakes)
- How will the experience be?
- They want to be inspired

3. Some users found it difficult to get the information they needed.

Questions like: What do I need to do to travel with EF? How much does it cost?
What language level will I need? Does the brochure have extra information?

4 out 8 would like to access information in a more clear way.

Users want to find the information easily and quickly. Some of them had confusing journeys browsing through the program pages, footers and repeatedly choosing their age group.

Coming across a form straight away (jus one click after landing) was confusing for them, as they expect information first and giving their personal data later.

4. Most users knew the brand and trust it.

Majority knew the brand and had a good opinion of it. Word of mouth plays a big role in the opinion they have of the brand. These users seem to trust more the brand, and wanted to have the same experiences as their friends.

They have seen its presence in social media and think it's a good thing. They also felt it is the best compared to other competitors.

Next steps

**How might we improve cc
pages?**

Take Aways - How can we improve their experience?

1. We can speak the same language to them

To communicate efficiently with our audience we need to speak the same language. They are used to instagram, facebook, snapchat, Tik Tok. Integrating formats that they are used to would help them use our product and getting the message through.

Take Aways - How can we improve their experience?

2. We can help them find the information they seek

What is the information they want and cannot access immediately?

- Experiences and reviews of other users (with videos, images...). Stats of our costumers.
- Simple steps to travel with EF, a quick overview or a search tool
- Price information
- Getting inspired / the fun part of the experience
- Information about brochures and price quotes

Take Aways - How can we improve their experience?

3. How might we improve their experience?

When they land on our page, do they know what we do with just a look at the navigation?

Improving navigation:

- Applying the Home button logic
- Adapting navigation to usage percentage:
E.g.: 25% destinations, 20% reviews, 10% programs
- Create in-site navigation: anchor links to testimonials, languages tests, programs, destinations and more (hiding the less relevant information) Plus portal web views.
- Some might know what they are looking for but others are using a wider net (integrating searching with browsing helps the later)