

Book an Appointment - Conversion Funnel

Google Analytics Benchmark & Heuristic Evaluation

Susan K Rits
Sr. Manager, Digital Experience Design
J&J Design

Methodology

Benchmark

Google Analytics Behavior Flows

To understand what users are doing on the website now.

Use this benchmark to validate changes to the XD.

Research for this study is focused on booking an appointment user flow

Heuristic

Analyzing page layout, user flow and interactions, copy, formatting and visual experience.

Evaluate against UX best practices and typical behavioral human-computer interaction patterns.

Recommendations to improve user task & goal completion.

Methodology

Timeframe, Focus and Next Steps

- Time frame analyzed
 - Data from the past 12 months (10-31-2020 through 10-31-2021)
- Goals
 - Identify user flow patterns
 - Identify pain points and drop-offs
 - Conduct heuristic analysis to identify opportunities for optimization on pages and flows
- Next steps
 - Usability testing to understand why users are doing this
 - Analysis of existing page flows as a flowchart
 - Proposed page flows as a flowchart

Analytics and Heuristic Analysis

Two main entry points to the conversion flow

Free Trial Contact Lenses

4.4% of all traffic

1:31 min per session

Find an Eye Doctor (Find a Doctor)

2-3% of all traffic

3:39 - 4:48 min per session

Oct 31, 2020 - Oct 31, 2021

Analytics 360 Acuvue.com - Production

Try searching "Top countries by users"

Primary Dimension: Page Page Title Other

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,160,997 % of Total: 100.00% (12,160,997)	10,276,323 % of Total: 100.00% (10,276,323)	00:02:40 Avg for View: 00:02:40(0.00%)	5,617,084 % of Total: 100.00% (5,617,084)	42.55% Avg for View: 42.55% (0.00%)	46.19% Avg for View: 46.19% (0.00%)	\$0.00 % of Total: 0.00% (0.00)
1. /membership/rewards	2,243,144 (18.45%)	1,795,651 (7.47%)	00:10:08	549,307 (9.78%)	62.07%	61.41%	\$0.30 (0.00%)
2. /membership/benefits	1,591,752 (13.09%)	1,349,945 (3.14%)	00:00:31	113,311 (2.02%)	38.70%	5.49%	\$0.30 (0.00%)
3. /myacuvue-rewards-benefits	1,535,820 (12.62%)	1,264,829 (2.30%)	00:01:50	1,170,542 (20.84%)	7.47%	15.84%	\$0.30 (0.00%)
4. /	1,103,420 (9.07%)	894,953 (8.71%)	00:01:15	547,503 (9.75%)	37.13%	44.41%	\$0.30 (0.00%)
5. /getcontacts/free-trial-contact-lens	536,355 (4.41%)	455,125 (4.43%)	00:01:31	201,557 (3.59%)	61.41%	54.00%	\$0.30 (0.00%)
6. /getcontacts/find-an-eye-doctor	395,867 (3.26%)	358,442 (3.49%)	00:04:48	314,251 (5.59%)	34.09%	83.08%	\$0.30 (0.00%)
7. /membership/account	352,376 (2.90%)	260,359 (2.33%)	00:03:40	30,216 (0.54%)	62.51%	37.00%	\$0.30 (0.00%)
8. /dd-take-comfort	286,192 (2.37%)	275,952 (2.69%)	00:02:52	275,670 (4.91%)	96.36%	93.28%	\$0.30 (0.00%)
9. /contact-lens-care/how-to-put-in-an-d-take-out-contacts	194,361 (1.60%)	179,871 (1.75%)	00:13:39	131,679 (2.34%)	35.68%	86.19%	\$0.30 (0.00%)
10. /getcontacts/find-a-doctor	185,311 (1.52%)	165,910 (1.61%)	00:03:39	158,255 (2.82%)	48.27%	84.62%	\$0.30 (0.00%)

Free Trial Contact Lenses

**Out of 471k sessions on
“Free Contact Lenses” page**
284k abandon website from this page
105k click to another page
82k submit the form

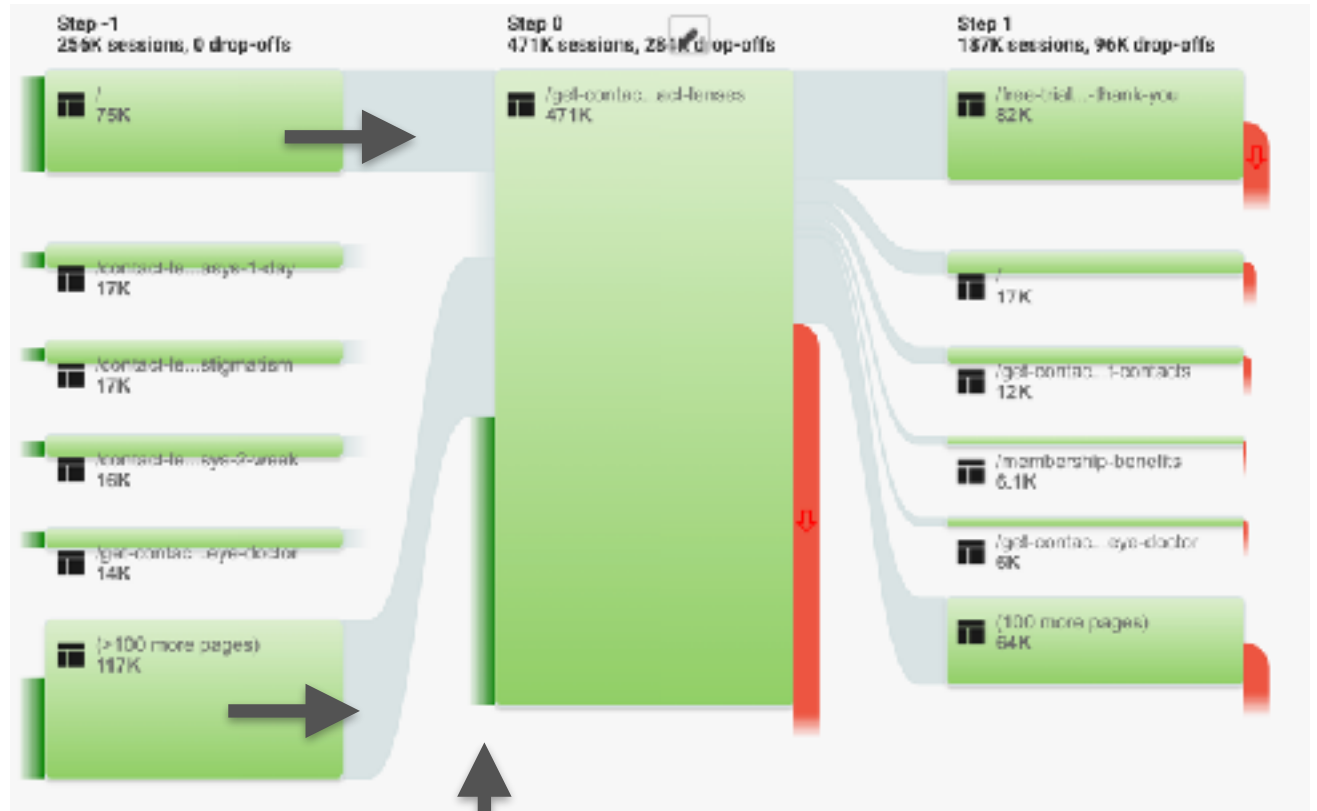
Free Trial Contact Lenses

Google Analytics Behavior Flows

/get-contactu...-contact-lenses
(43 pages)



Behavior Flow Oct 31, 2020 - Oct 31, 2021



Where they come from

46% enter here (215k)

- 43K Paid Search
- 12k Social FT

25% come from other pages

16% come from home page

75K Sessions
16.0% of total traffic

117K Sessions
24.9% of total traffic

215K entrances
45.8% of total traffic

Paid Search- FT: 43K
Social FT: 12K

Free Contact Lenses: Non completes

Google Analytics Behavior Flows

389k do not complete the form

Where they go

60% abandon the website

- 900 Paid search
- 115 Social
- **283k Others**

4% go back to home screen

3% go to How to Get Contacts (beginning of flow)

1% look at membership benefits

1% Find an eye doctor

14% go to product pages

1.73% from Social FT & Paid Search

19k most go to ECP locator, homepage

5.1k most go to free trial /go see /take-comfort



Other Pages

Google Analytics Behavior Flows



64k go to other pages

60% Explore products

3% Find a doctor

3% Prepare for appointment

3% MyAcuvue subscriptions

(100 more pages)

64K Sessions 00:00:42 Avg. Time on group 31K Drop-offs

Top pages ▾

Page	Sessions	% of traffic	Drop-off rate
/contact-lenses/acuvue-oasys-2-week	5.2K	8.08%	48.8%
/contact-lenses/acuvue-oasys-1-day	5.1K	7.90%	56.6%
/contact-lenses/acuvue-oasys-astigmatism	5K	7.81%	50.6%
/contact-lenses/acuvue-moist-1-day	4K	6.19%	66.7%
/contact-lenses/acuvue-oasys-1-day-for-astigmatism	3.6K	5.47%	39.3%
/contact-lenses/acuvue-define-1-day	3.4K	5.30%	59.3%
/contact-lenses/acuvue-vita	2.4K	3.77%	69.6%
/contact-lenses/acuvue-moist-1-day-astigmatism	2.3K	3.50%	56.4%
/gel-contacts/prepare-for-appointment	2.1K	3.32%	48.6%
/contact-lenses/acuvue-vita-astigmatism	2.1K	3.23%	26.0%
/gel-contacts/find-a-doctor	2K	3.05%	67.7%
/MyAcuvueSubscription	1.9K	2.96%	39.4%
/contact-lenses/daily-contacts	1.9K	2.96%	39.4%
/contact-lenses/acuvue-oasys-multifocal	1.7K	2.60%	55.2%
/contact-lenses/monthly-contacts	1.4K	2.15%	26.0%

Free Contact Lenses: Non completes

Google Analytics Behavior Flows

What they do

60% abandon the website

17% submit form

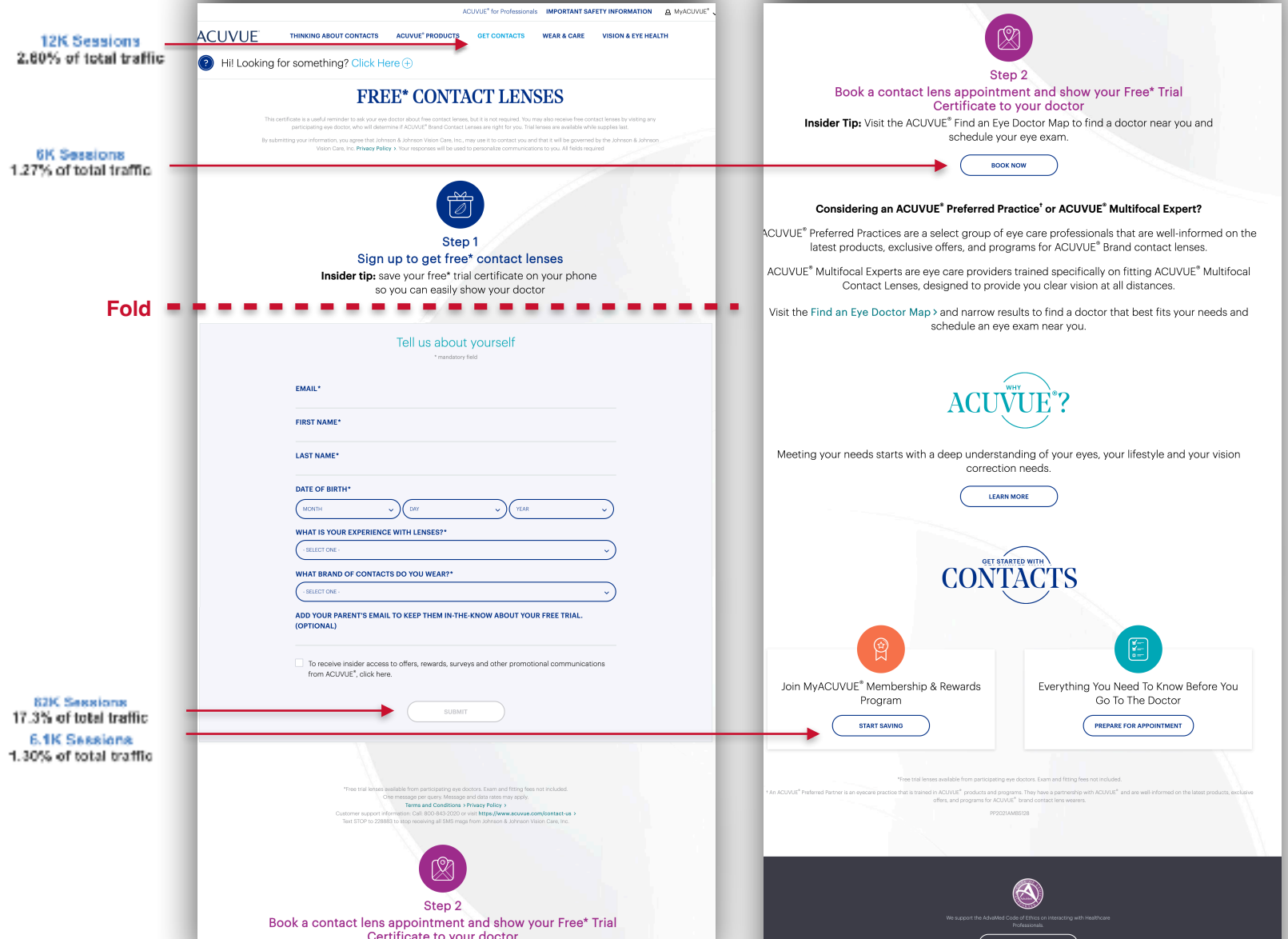
14% go to product pages

4% go back to home screen

3% go to How to Get Contacts (beginning of flow)

1% look at membership benefits

1% Step 2: Find an eye doctor

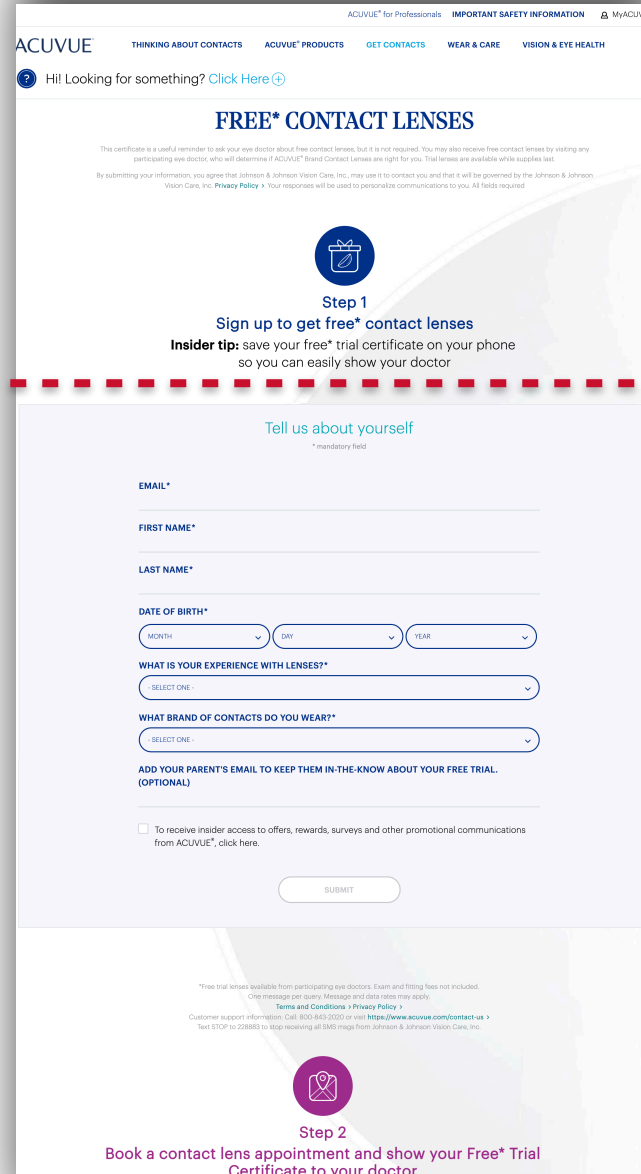


Free Trial Contact Lenses

Heuristic evaluation

Recommendations

- Use clear hierarchy and focus to direct users to the task
 - What we want people to do — Sign up, find a doctor? Join MyACUVUE? Learn More?
 - Visually competing with itself — “Where do I look?”
- Limit copy to a few lines of text, people don’t like to read
 - Hard to read center-aligned text — Scanning across the screen is hard.
 - Use chunking and headers to help people skim down the screen
 - What’s the most important message to convey here?
- Establish trust and the value proposition
 - Why should people use our lenses?
 - Why should people fill out this form?

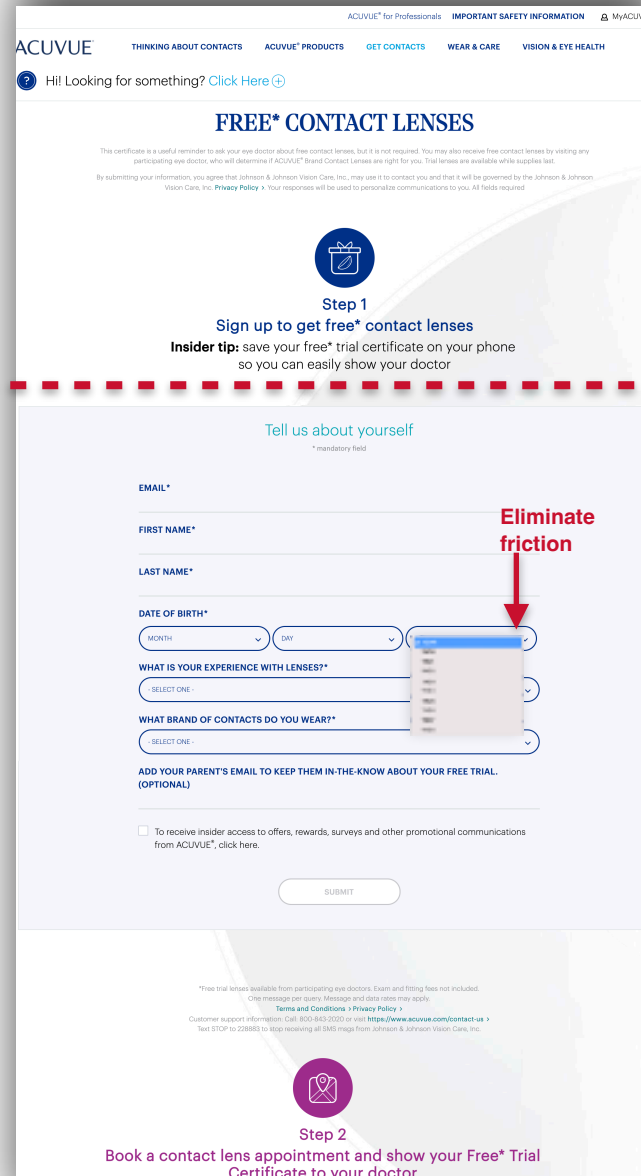


Free Trial Contact Lenses

Heuristic evaluation

Recommendations

- Limit how much you demand from consumers. Prioritize your asks.
 - Limited amount of data users will surrender upon first request.
 - Is this the most important data to get first?
 - What about permission to send followup emails (make more requests once the relationship is established)?
 - What about encouraging consumers to create an account (we can build trust and gather information over time)?
- Eliminate friction points — Every place there is friction is an opportunity for the user to abandon this page.



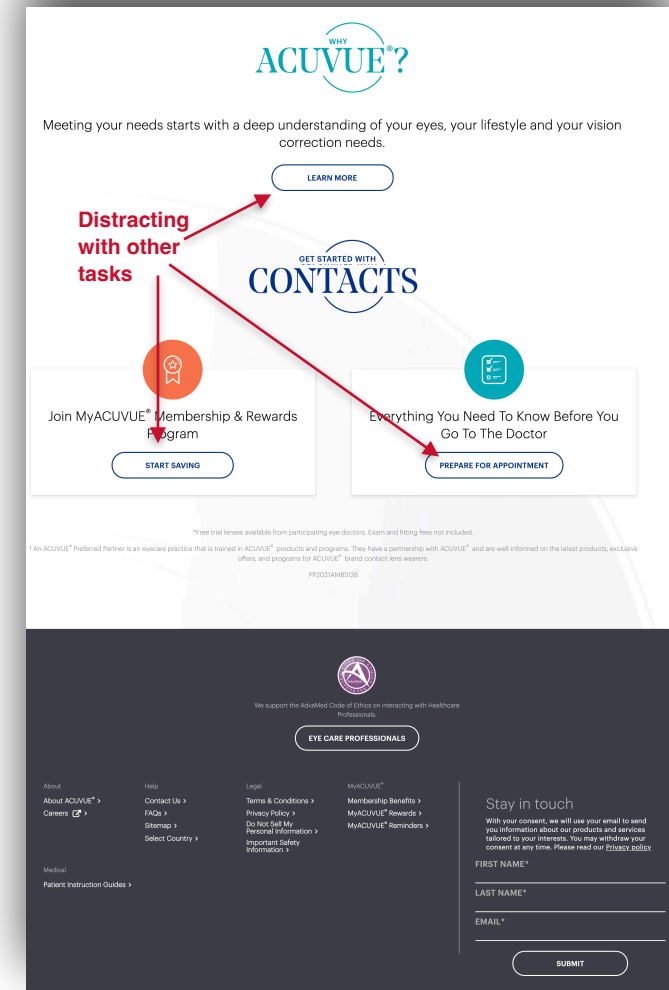
Free Contact Lenses: Thank You

Heuristic evaluation

Only 17% submit the form, and when they do there's no clear payoff for all their work.

Recommendations

- **Give instant gratification**
 - No immediate return on investment.
 - Users have to click to another screen to see the coupon.
 - High-likelihood that they miss the link altogether.
- **Minimize decision making**
 - duplicate CTAs add to cognitive load
- **Prioritize goals for users -**
 - If Book a Lens Appointment is the real goal, help users complete that task.
- **Don't distract with other tasks**
 - minimize distractions and opportunities to divert users from the task.
 - Which of these is most important: Book an appointment, Join MyACUVE, Learn about products?



Voucher


Heuristic evaluation

Recommendations





- **Give instant gratification**
 - Provide voucher immediately when form is submitted.
- **Minimize decision making**
 - Automatically load Booking flow.
 - Provide recommended local ECPs
- **Don't distract with other tasks**
 - Don't ask consumers to check their email or click away from the site
 - Auto-fill forms
 - Go directly to scheduling options

THIS IS YOUR FREE LENS TRIAL VOUCHER

Get FREE*
ACUVUE® Brand Contact Lenses to try
before you decide to buy.



Just follow the steps below:

- 
Save or print this certificate.
- 
Schedule an eye appointment.
- 
Show this certificate to your eye doctor and ask for ACUVUE® Brand Contact Lenses.
- 
You'll get FREE* ACUVUE® Lenses to try.

Need help finding a doctor?
Visit [ACUVUE.com](https://www.acuvue.com) to schedule an appointment.

* Survey among 1,150 Eye Care Professionals from the United States, United Kingdom, Russia, Japan, South Korea, China, France, and Germany conducted 12/2018 to 1/2019.
* Exam and fitting fees not included. Offer available at participating eye doctors.

Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An eye care professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your eye doctor. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. If one of these conditions occurs, remove the lens and contact your eye doctor immediately. For more information on proper wear, care and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call 1-800-843-2020, or visit www.acuvue.com.

© Johnson & Johnson Vision Care, Inc. 2021 | P2021AMB5468 | MB-00565

Find an Eye Doctor

Out of 411k Sessions

<1% interact with the ECP CTAs

10% go to another page

90% abandon ACUVUE.com from here

Find an Eye Doctor

Google Analytics Behavior Flows

For 89% of users of this page, this is their entry point to [ACUVUE.com](https://www.acuvue.com)

Where they come from

89% enter site here

- 244k ECP

- 3.4k Social ECP

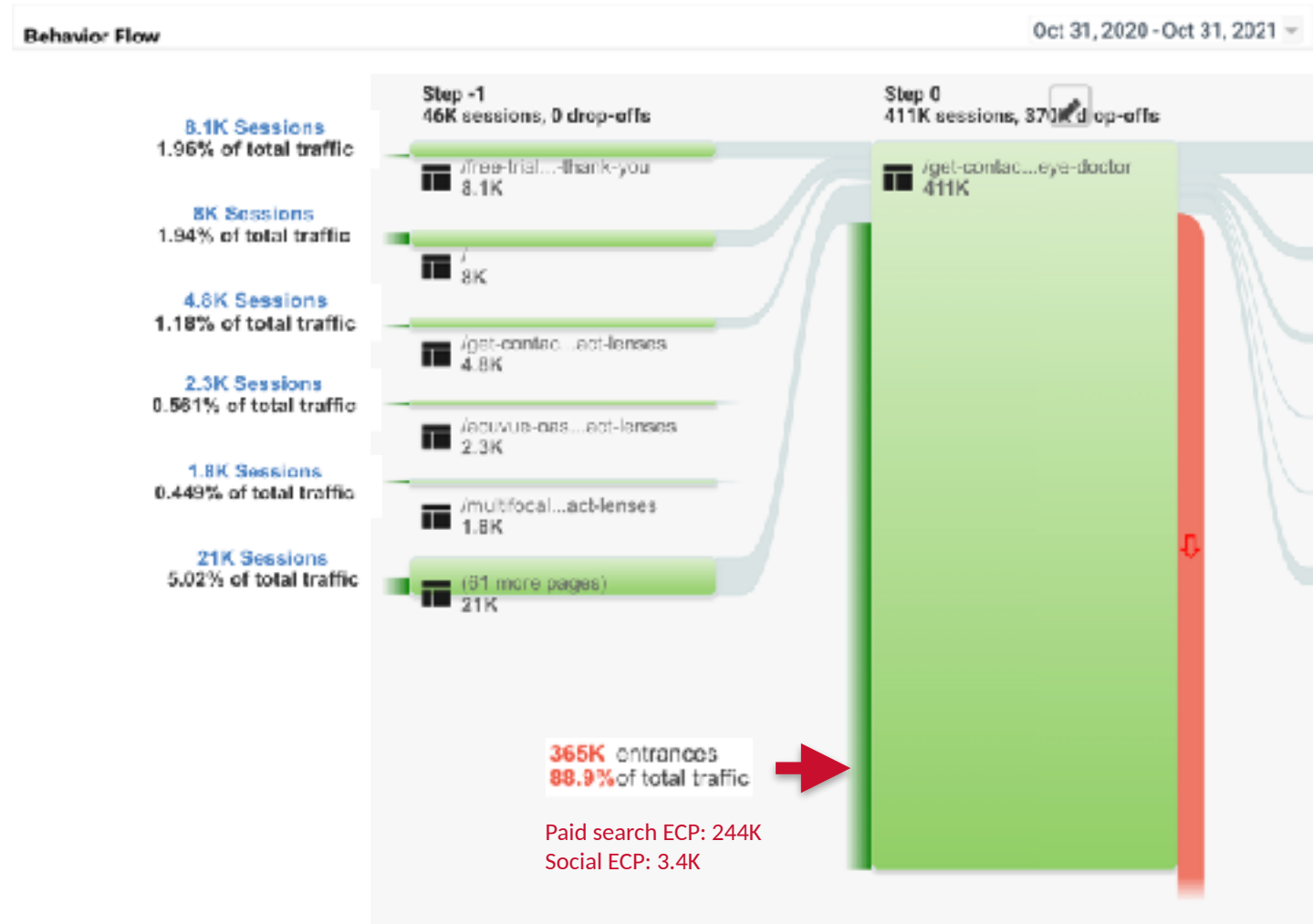
2% come from Free Trial Thank You

2% come from Home

0.5% come from product page

0.5% come from multi-focal-contact-lenses

5% come from other pages



Find an Eye Doctor

Google Analytics Behavior Flows

Where they go next

90% abandon the site here

- 33k ECP paid search
- 2k social ECP

- 335k others

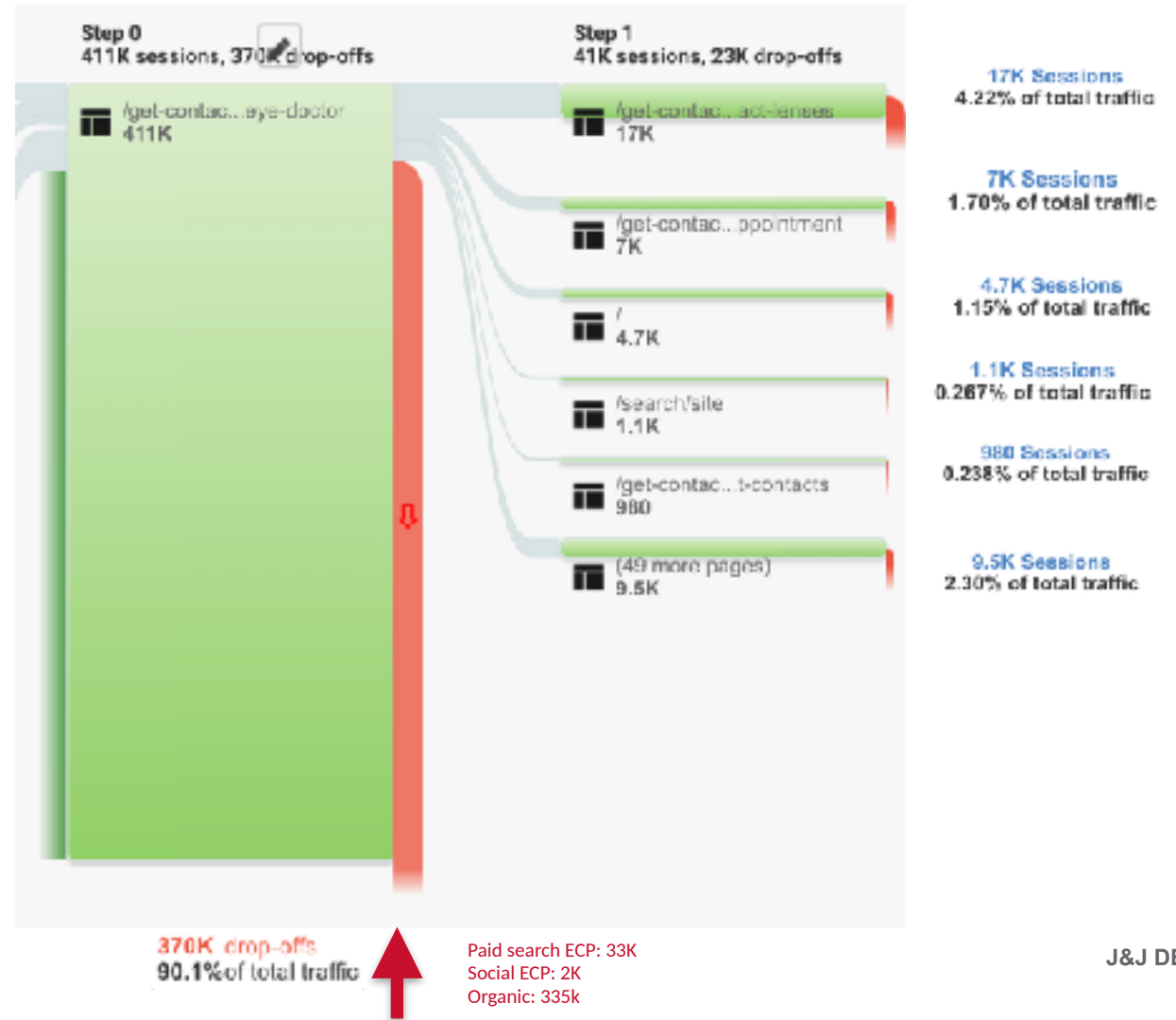
- 4% go to Free Trial Contact Lenses
- 2% go to Prepare for an Appointment
- 2% go to other pages (mostly product pages)
- 1% goes back to home page

0.78% interact with ECP CTAs

- 0.3% start searching the site
- 0.2% go to How to Get Contacts

1.73% from ECP Social & Paid Search

- 1k many go to find-a-doctor
- 5.1k many go to free trial /go see /take-comfort



Find an Eye Doctor

Heuristic evaluation

Where they go next

Other pages

Page	Sessions	% of traffic
/membership-benefits	694	6.30%
/contact-lenses/ku-wire-cosys-1-day	545	5.49%
/eye-contacts/contact-eye-exam	481	4.87%
/free-trial-contact-lenses-thank-you	432	4.28%
/myacuvue-rewards-benefits	433	4.28%
/softy-contact-lenses/types-of-contacts	432	4.28%
/contact-lenses/ku-wire-1-day-astigmatism	366	3.66%
/contact-lenses/ku-wire-1-day-1-day-astigmatism	346	3.46%
/products	346	3.46%
/contact-lenses/ku-wire-1-day	298	3.14%
/contact-lenses/ku-wire-cosys-2-week	288	3.04%
/contact-lenses/ku-wire-1-day-contacts	296	3.14%
/contact-lenses/ku-wire-cosys-1-day	296	3.14%
/contact-lenses/ku-wire-cosys-astigmatism	296	3.14%
/contact-lenses/ku-wire-cosys-presbyopia	296	3.14%

988 Sessions
0.238% of total traffic

17K Sessions
4.22% of total traffic

7K Sessions
1.70% of total traffic

0.78% interact
with CTAs

Fold



TYPES OF EYE DOCTORS AND PROFESSIONALS

Find an Eye Doctor

Heuristic evaluation

Recommendations

- **Reevaluate the information architecture**
 - Booking flow UI is hidden below the fold
 - Before they see the Booking they see the first CTA
 - The first CTA takes user away from this screen
 - This begins a circular flow from booking to free lenses back to booking
- **Copy should resonate with intended audience**
 - What does “multifocal” mean to the non-wearer?
 - What does “preferred practice” mean to the non-wearer?
- **Limit copy to a few lines of text**
 - Too much copy overwhelms users
 - Center-align hard to read and scan
 - No hierarchy or obvious path to the goal of booking an appointment

First CTA leads users away from this task

Fold



Find an Eye Doctor

Heuristic evaluation

Recommendations

- **Establish trust and value**
 - Why should the NW book through our website?
 - What are the advantages for the users to book an appointment here and now?
- **Make it easy for the users to complete the task**
 - Contact pop-up loads below the fold (page focus realigns to the top so there's no indication that anything has happened)
 - Load time is significant
 - Should ACUVUE Preferred Practice be opt out instead?
 - Branded badges are hard to read at this size. What's the value to users?
- **Prioritize and focus the steps in a task**
 - Multiple CTAs are
 - distracting and
 - can lead users away from the task
 - increases cognitive overload
 - Educational material is distracting from completing the task

TYPES OF EYE DOCTORS AND PROFESSIONALS

Eye doctors evaluate the overall health of your eyes and can also prescribe vision correction solutions such as glasses or contacts. Eye exams can detect over 270 different medical conditions, and if your vision is blurry or you have difficulty seeing in low light, an eye doctor may be able to prescribe a solution for you.

There are three types of eye care professionals you might see at your appointment—an ophthalmologist (MD), optometrist (OD) and optician. Ever wonder what each eye care professional does? Here's a breakdown:

Ophthalmologist

- Is a medical doctor (MD) or a doctor of osteopathic medicine (DO) and completed a residency in ophthalmology
- Manages and treats complex medical and surgical eye problems often by sub-specialty
- Can provide comprehensive eye examinations and may fit contact lenses

Optometrist

- Is a doctor of optometry (OD) and many have completed a specialized residency program
- Manages complex medical conditions and treats eye problems, sometimes by subspecialty
- Provides comprehensive eye examinations and fits contact lenses

Optician

- Is a person engaged in providing eye wear and may have formal training and licensure based on state regulations
- Fits and sells eyewear based on prescriptions written by optometrists or ophthalmologists
- May provide assistance in dispensing contact lenses and, in some states, may oversee the fitting of contact lenses

ACUVUE® partners with a select group of eye care professionals as part of the ACUVUE® Preferred Partnership Program. As part of the partnership, they are well-informed on the latest products, exclusive offers, and programs for ACUVUE® Brand contact lenses.

ACUVUE® Multifocal Experts are eye care providers trained specifically on fitting ACUVUE® multifocal contact lenses. ACUVUE® Multifocal Experts have successfully completed a clinical case history knowledge assessment. This demonstrates proficiency, as assessed by ACUVUE®, in the use of the Multifocal fit guide.

Before your next eye exam, be sure to review our information on how to best prepare for your appointment.

PREPARE FOR YOUR APPOINTMENT

*Free trial contact lenses available only from participating eye care professionals. Exam and fitting fees not included. [Click here](#) for additional terms and conditions.



We support the Advanced Code of Ethics for Interacting with Healthcare Professionals.

EYE CARE PROFESSIONALS

About
About ACUVUE® >
Careers >

Help
Contact Us >
FAQs >
Storemap >
Select Country >

Legal
Terms & Conditions >
Privacy Policy >
Do Not Sell My Personal Information >
Important Safety Information >

MYACUVUE®
Membership Benefits >
ACUVUE® Rewards >
MYACUVUE® Reminders >

Stay in touch

With your consent, we will use your email to send you information about our products and services tailored to your interests. You may withdraw your consent at any time. Please read our [Privacy Policy](#).

FIRST NAME*

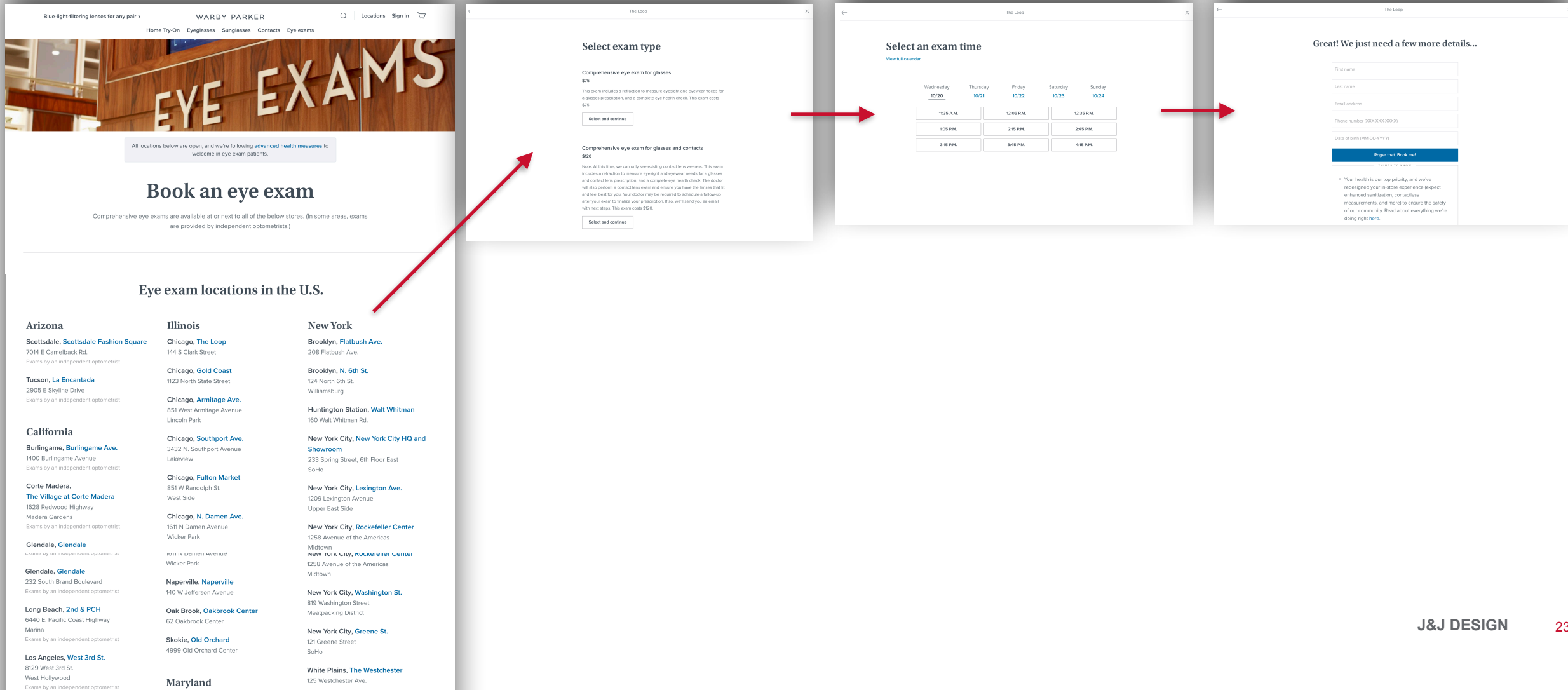
LAST NAME*

EMAIL*

SUBMIT

Warby Parker booking flow

4-Step Progressive Reveal



Appendix

11.29.2021

NACX Social and Search Breakdown

Paid Search- FT (get-contacts... contact-lenses)

- 1.2M Sessions from all Search campaigns captured in GA drove
 - 43K sessions started on the Free Lenses page (get-contacts... contact-lenses)
 - 900 sessions ended without going to another page or completing the form.
-
- Note- most go to ecp locator, homepage
 - Based on 19K sessions (1.73%)

Social – FT(get-contacts... contact-lenses)

- 297k Sessions from all Social campaigns captured in GA drove
 - 12K sessions started on the Free Lenses page (get-contacts... contact-lenses)
 - 115 Sessions ended without going to another page or completing the form.
-
- Note- most go to free trial , /go see, /take-comfort
 - Based on 5.1K sessions (1.73%)

Paid Search-ECP

- 1.2M Sessions from all Search campaigns captured in GA drove
 - 244K sessions started on the FaD page (get-contacts... contact-lenses)
 - 33K Sessions ended without going to another page or CTA click.
-
- Note- some go to find-a-doctor (now reroutes to find-an-eye-doctor)
 - Based on 1K sessions (1.73%)

Social- ECP

- 297k Sessions from all Social campaigns captured in GA drove
- 3.4K sessions started on the FaD page
- 2K Sessions ended without going to another page or CTA click.

- Note- most go to free trial , /go see, /take-comfort
- Based on 5.1K sessions (1.73%)

Johnson & Johnson