

Graco Baby Invests in UX Research to Catalyze A/B Testing



OVERVIEW

Graco Baby, a leading brand in the baby products industry, is dedicated to offering quality products and an optimized ecommerce experience. Graco Baby has made a significant investment in A/B testing but needed additional support to generate an abundance of experimentation ideas, so they turned to CXperts, their partner in experimentation, for user research.

HOW CXPERTS HELPED

To meet the goal of generating an abundance of test ideas, CXperts leveraged WEVO, a leading platform in qual and quant UX research, to conduct a large-scale UX Research study.

We asked users on both desktop and mobile to evaluate the Graco Baby website and its primary shopping journey, identifying areas of improvement on key web pages and their features.

RESULTS

Through this research study, CXperts generated over 20 UX recommendations around key factors in users' purchasing decisions, and areas for improved clarity, organization, trust, and prioritization.

By leveraging user experience research, CXperts and Graco root test ideas in noted points of user friction, which are typically wins for both customers and the company.

QUICK FACTS

263

Research Participants

20+

UX Insights & Recommendations

9

UX Research-Informed Test Ideas

IN PARTNERSHIP WITH



IN PARTNERSHIP WITH



CXperts' adeptness at uncovering user insights through UX research has paved the way for several successful AB tests, each finely tuned to address specific pain points and enhance user experiences. Their expertise in UX research has been instrumental in contributing to tangible results and iterative, user-centered improvements that continue to boost our digital performance.

Stacey Wolf-Vigh
CRO Lead
Newell Brands



Recommendations _ PDP

- When suggesting You May Also Like products, provide a CTA to "View Comparison Chart" or "Compare Features" that jumps users to the compare content
- Surface You May Also Like with Recommended items lower on PDP especially on Mobile
- Test a smaller callout to the protection plan closer to the price on the PDP
- Product specs would be better served in a consolidated section in one area of the PDP, especially on Mobile
- Consider a "Compatibility" section in the Comparison Chart or link to "Learn More" on Installation process from Comparison Chart or in the Product Specs
- Test anchor navigation to key PDP sections; Show less Reviews on the PDPs and allow users to open on their own
- Add a materials section to the product details to build trust in the product
- Across the site highlight more modules that have safety recommendations and how the product meets and exceeds those requirements

