

## Case study

# A closer look: Meeting the unique needs of mobile users.

For Vista, mobile is a key driver of their business. As an organization that prides itself on building a design experience that is just as valuable as the products it sells, it's important the mobile version of the brand's studio be personalized to reflect the differences in customer behavior.

Vista's global replatforming initiative, introduced a new challenge, as the Product, UX, and Engineering teams sought to identify how the site shift was impacting mobile users differently.

Before Quantum Metric, Vista struggled to understand new mobile user behavior, especially when it came to users not reaching the end of the mobile funnel. Their Product, UX, and Engineering teams lacked the necessary insight on the new platform to solve these problems quickly.

With Quantum Metric, they were able to view the experience in real-time and capture learnings such as:

- When viewing Paypal products that feature quick QR codes for customer payment, Vista discovered only 30% of mobile visitors scrolled down the page and saw popular items, such as stickers. In response, the team reorganized the page to have more popular products at the top, leading to an 10% increase in conversions, on average, for those products.
- Improving the Mobile Studio experience, including the redesign of the text editing UI, and layout, as well as reorganization of editing tools, and the zoom controls. Insight on mobile user needs identified through Quantum Metric session replay informed these changes to the experience. The usability changes largely contributed to the new platform mobile studio completion rate, measuring customers who completed their design on mobile, now being 9% higher than the Old Platform Mobile Studio Completion Rate..



Since beginning our partnership, we've been able to meaningfully improve studio completion rate on mobile, while reducing the time our Product and UX teams need to identify and resolve experience issues.

Quantum Metric has given us the needed visibility into customer pain points that will help us to continue to refine the mobile experience moving forward.”

— Kathleen Walsh  
Product Director at Vista

