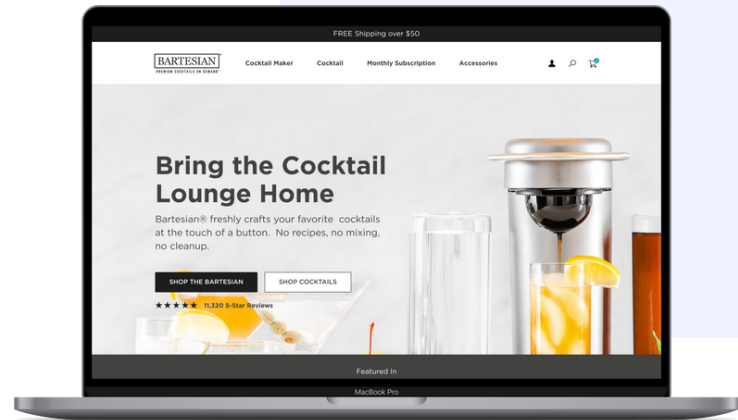




# Bartesian Case Study

How a UX audit and a homepage redesign improved Bartesian's cocktail machine purchase conversion rate before the holiday busy season.



## The Goal

Bartesian was looking to update its homepage to better match the branding of its new physical product packaging, as well as invest in conversion rate optimization for its innovative cocktail machine before the upcoming holiday busy season.

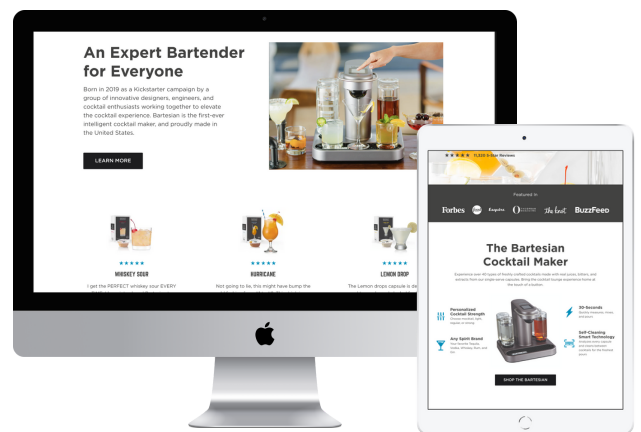
## The Results

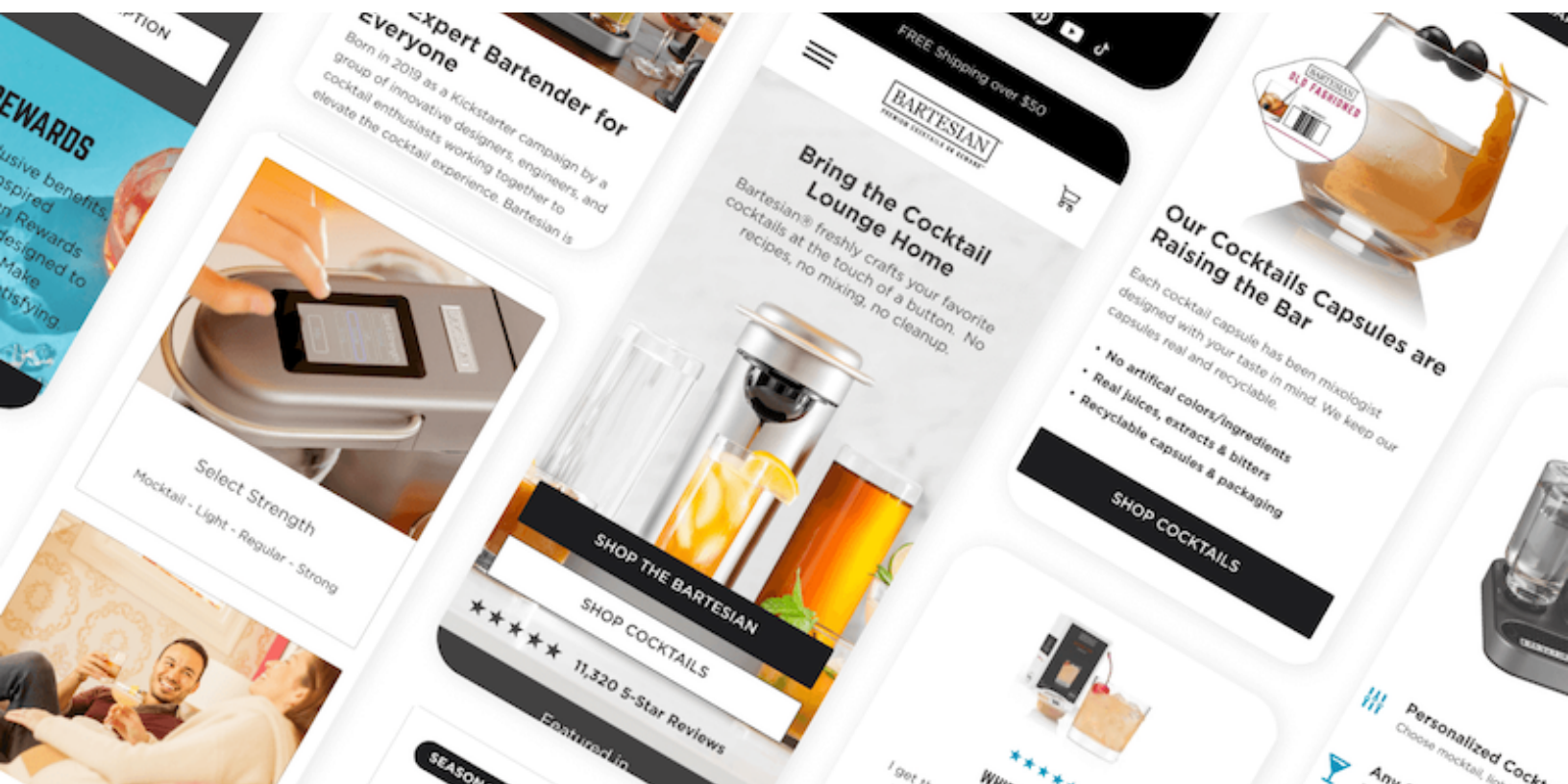
Our UX audit, including a set of unmoderated user testing, allowed us to accelerate the design process and ensure that our redesigned homepage outperformed the previous homepage on the first release. The result was a reorganized homepage emphasizing information hierarchy and product presentation, and some quick wins to improve product details pages. Thanks to enhanced website usability and a streamlined purchasing process, the Bartesian team saw a boost in traffic to the prioritized purchase path and higher conversion rates.

“Scenic West came in and developed a clear plan for our site which was importantly grounded in user testing. They quickly translated those insights into action and completed an excellent redesign of our homepage ahead of the critical holiday selling period. I'd highly recommend Scenic West as an e-commerce partner

**MARK T.**

Brand Director





## How We Did It

- Conducted a UX audit to identify CRO quick wins and opportunities for pattern standardization
- Conducted unmoderated user tests to gather user feedback aligned with goals
- Facilitated requirements gathering and design workshops with a group of internal stakeholders
- Rapidly iterated on design concepts to drive toward final high-fidelity mockups ready for dev handoff in a matter of weeks
- Collaborated with Bartesian's Head of E-commerce and Marketing team to ensure early homepage AB test results were on track with business goals

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