

Mixed methods

How UX Research can supercharge your experimentation and CRO practice

Hello!



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Experimentation Strategy



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Director of
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CONVERSION

15 years advising and partnering with leading brands



As part of the Sideshow Group, Widerfunnel and Conversion merged in 2022.

Growing team of **107 people** dedicated to creating value from mixed methods experimentation.

NA Head Office
in Vancouver

EMEA Head
Office in London

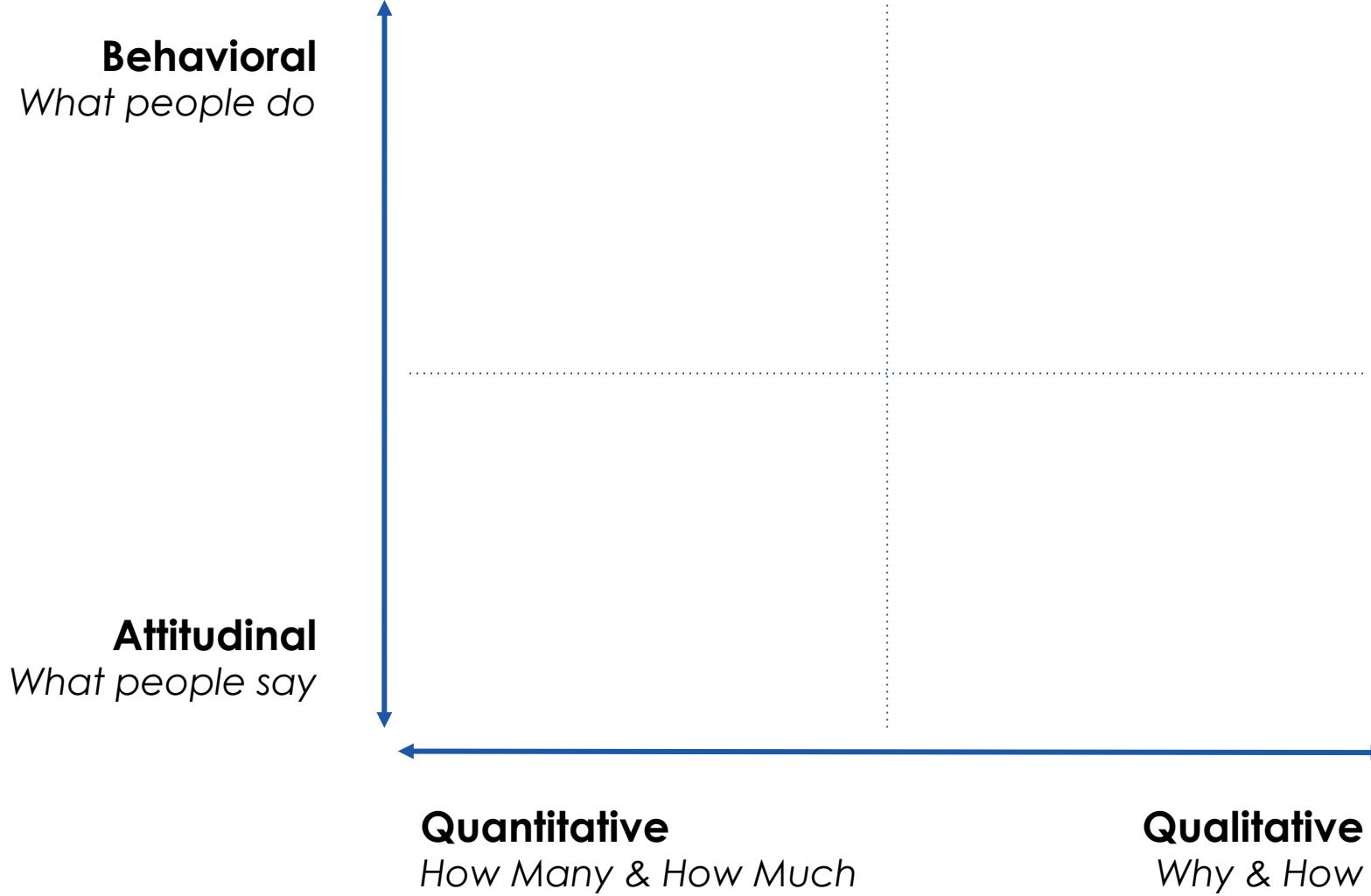


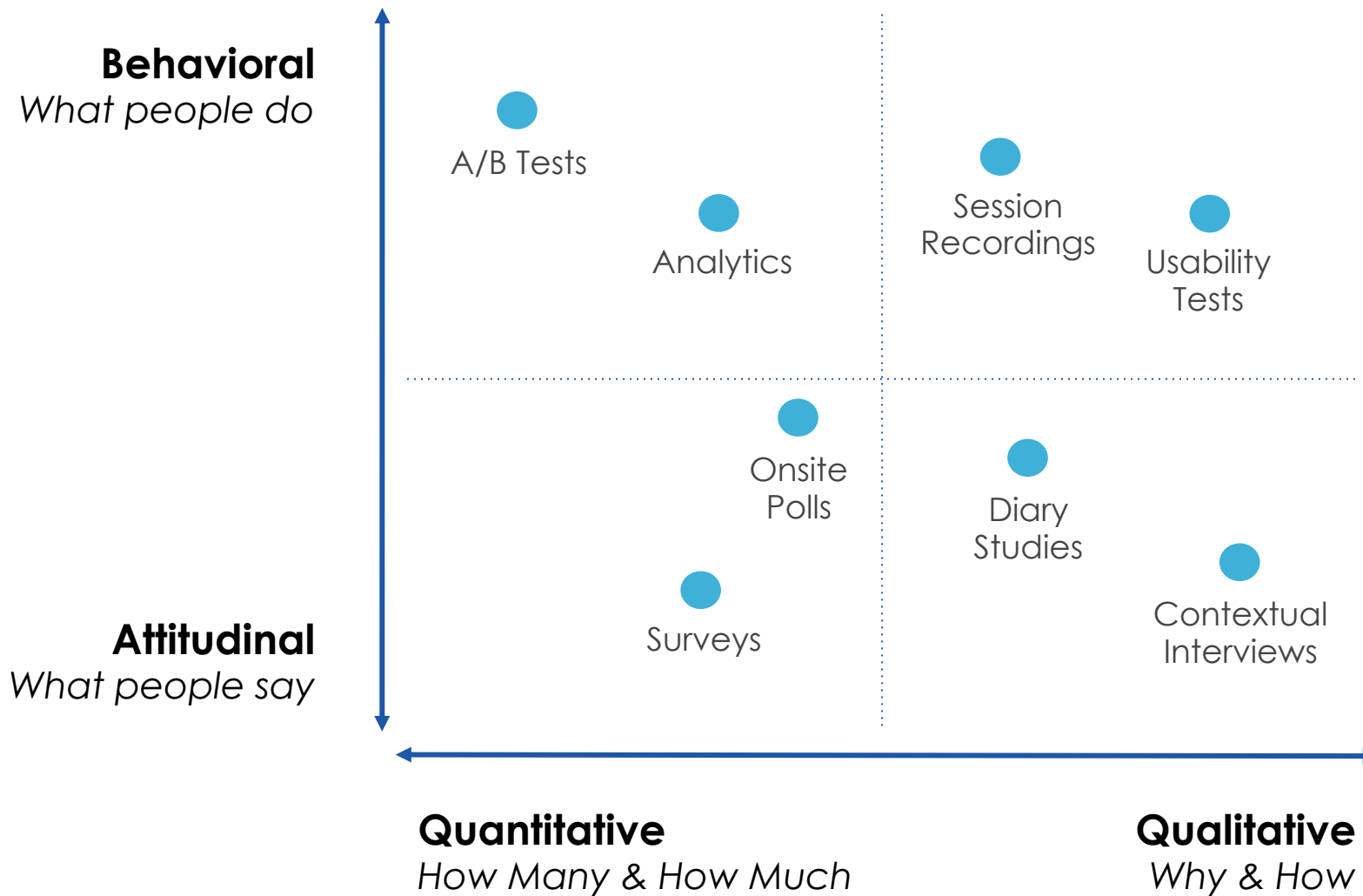


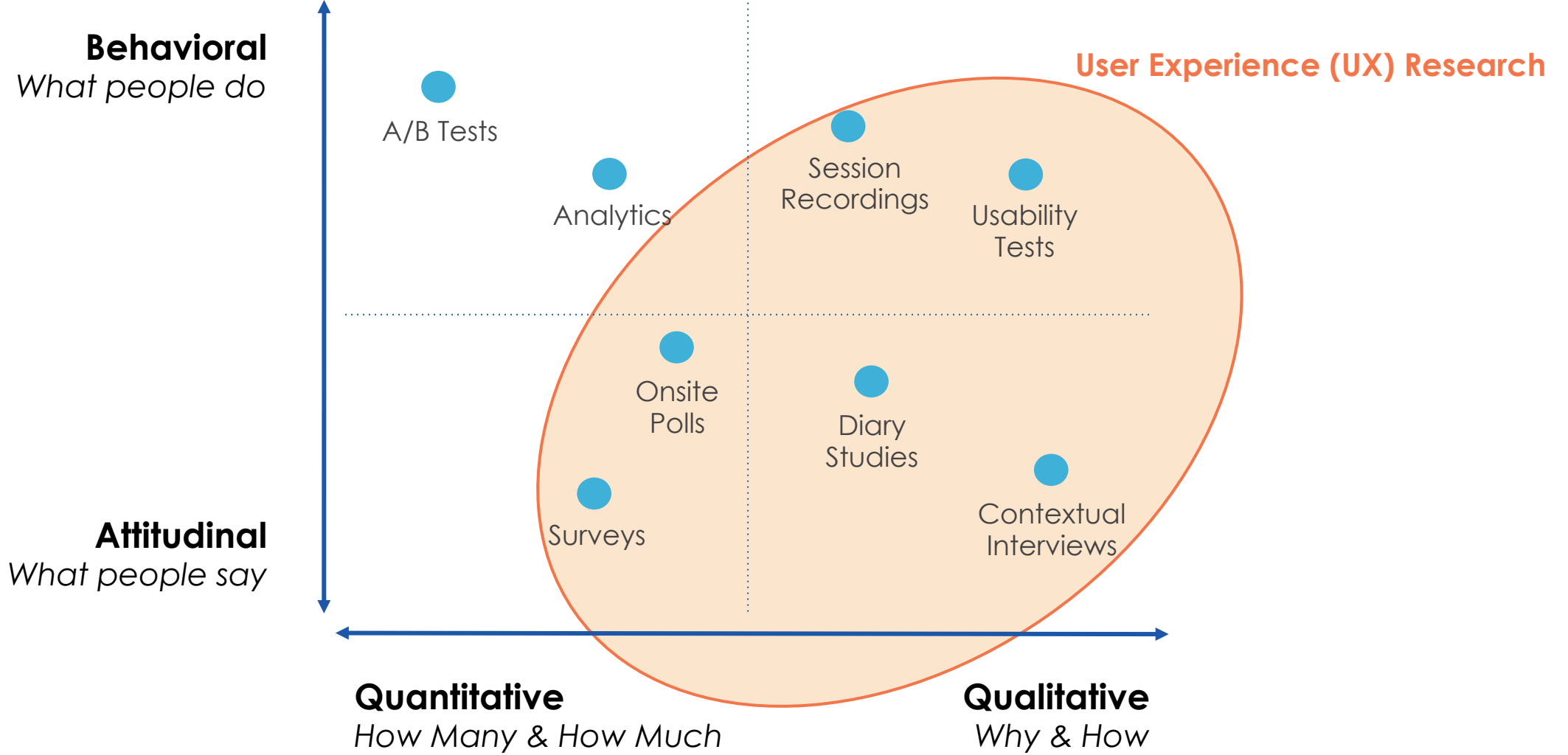
Evidence based decision-making

What is mixed methods experimentation?

The combination of different types of evidence generating activities to inform decision-making.







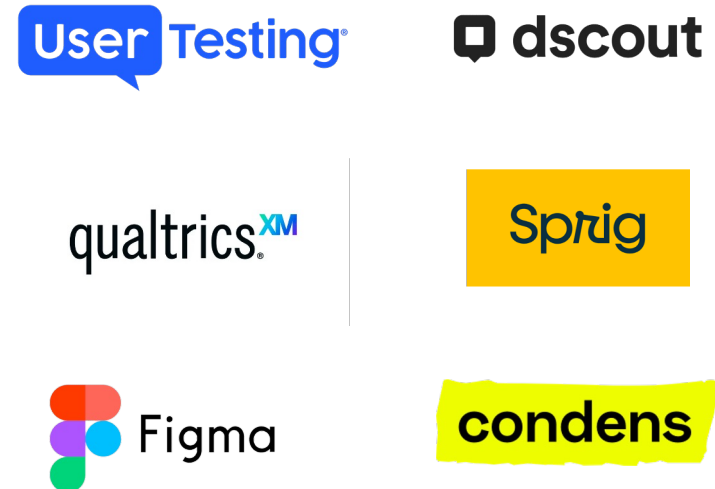
The study of the needs and experiences of target users to guide decision-making across product, marketing and broader business strategy.

UX Research

Methodologies

Usability studies
Contextual interviews
Surveys
Diary studies
Tree tests
Card sorts
And many more...

Tools



And many more...

What people say \neq What people do

Behavioral
What people do

Attitudinal
What people say

AB Testing & Analytics

A/B Tests

Analytics

Session
Recordings

Usability
Tests

Onsite
Polls

Diary
Studies

Surveys

Contextual
Interviews

Quantitative
How Many & How Much

Qualitative
Why & How

Showing two or more versions of a webpage to users at random and applying statistical analysis to determine which performs better for a given goal.

Tools to enable AB testing

AB Testing Tools



Optimize



Optimizely



Kameleoon



Adobe Target



AB Tasty

Analytics & Quantitative Research



Adobe
Analytics



Quantum
Metric



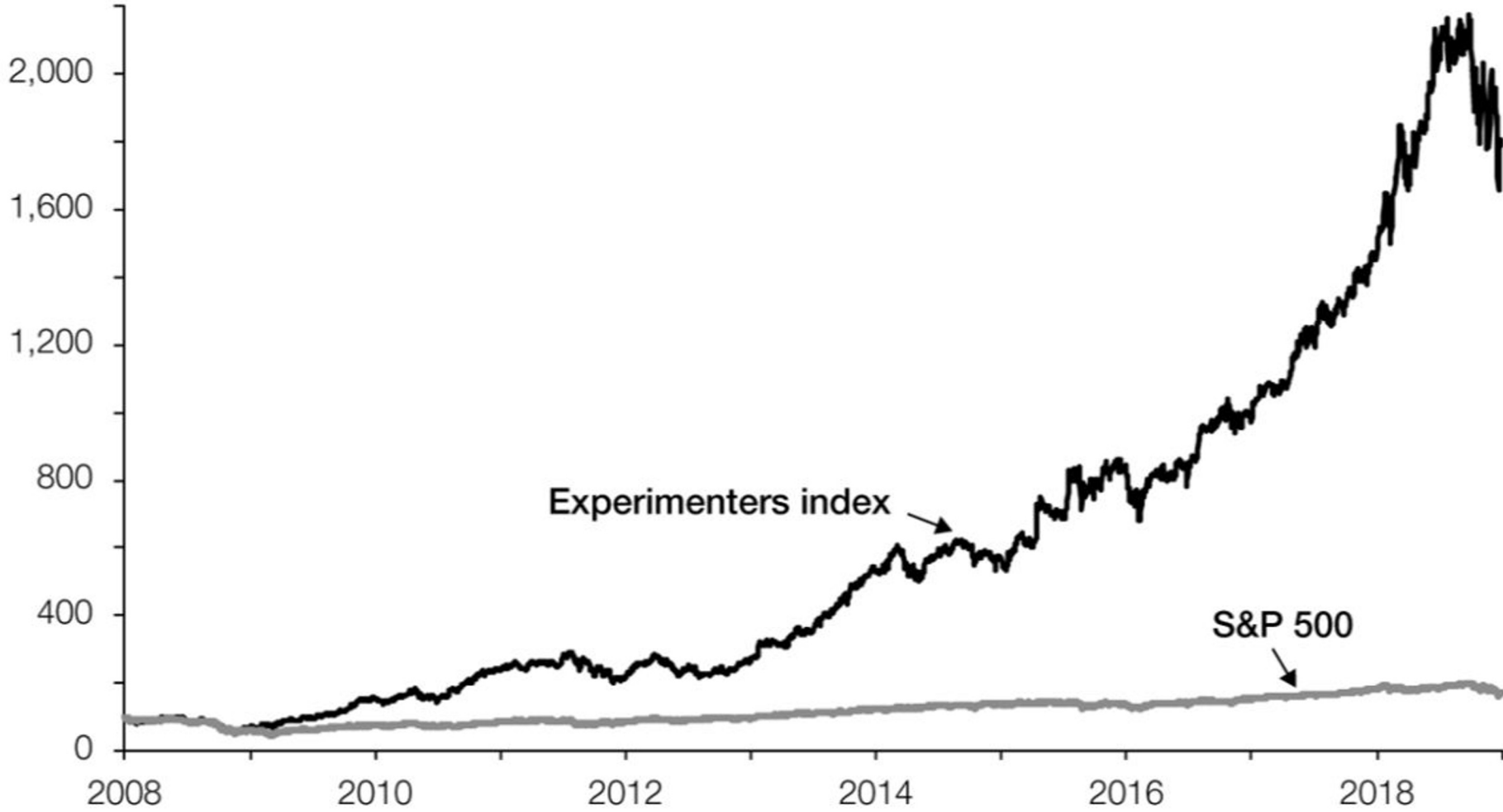
Google Analytics



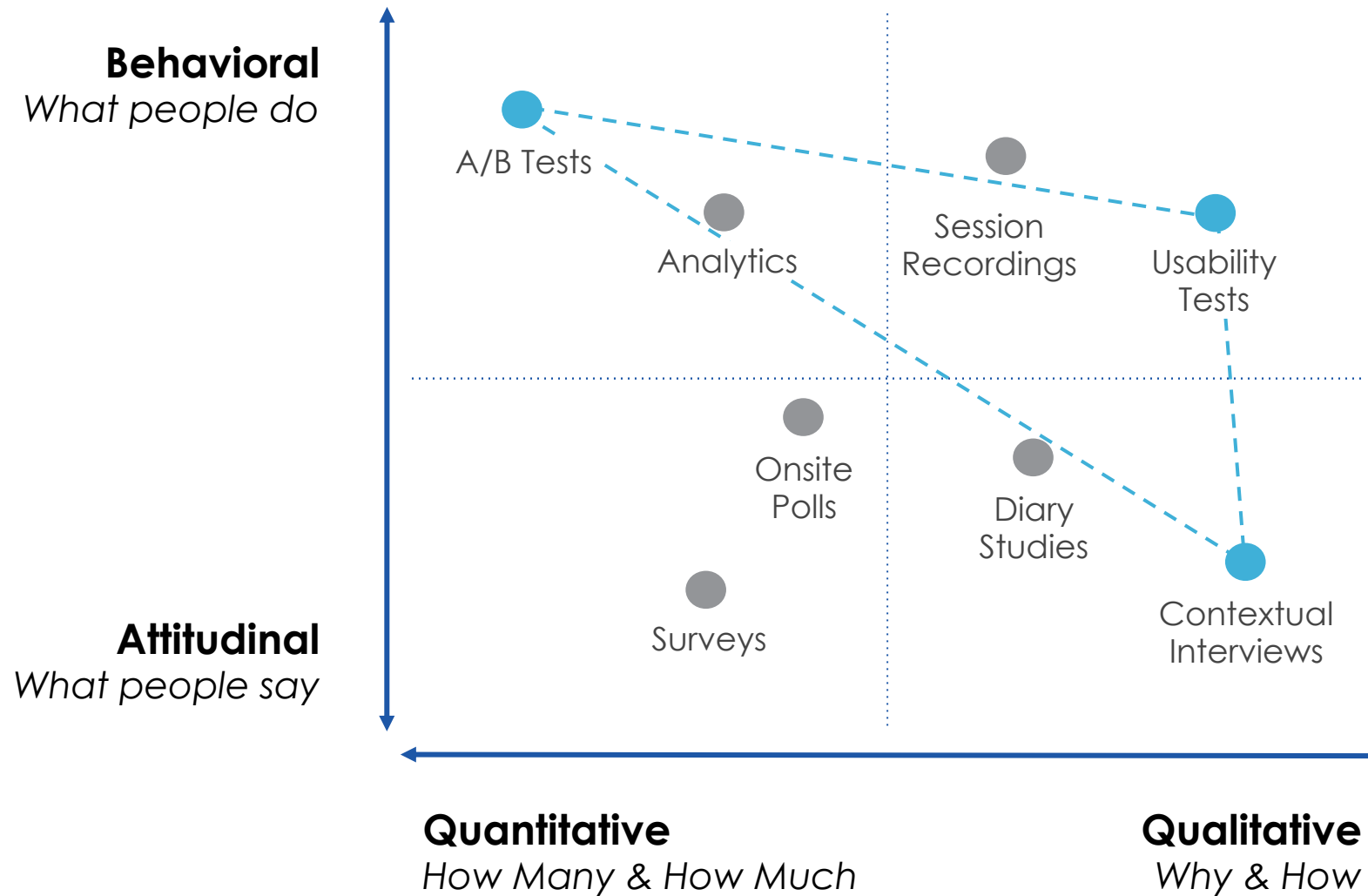
Heap



Contentsquare

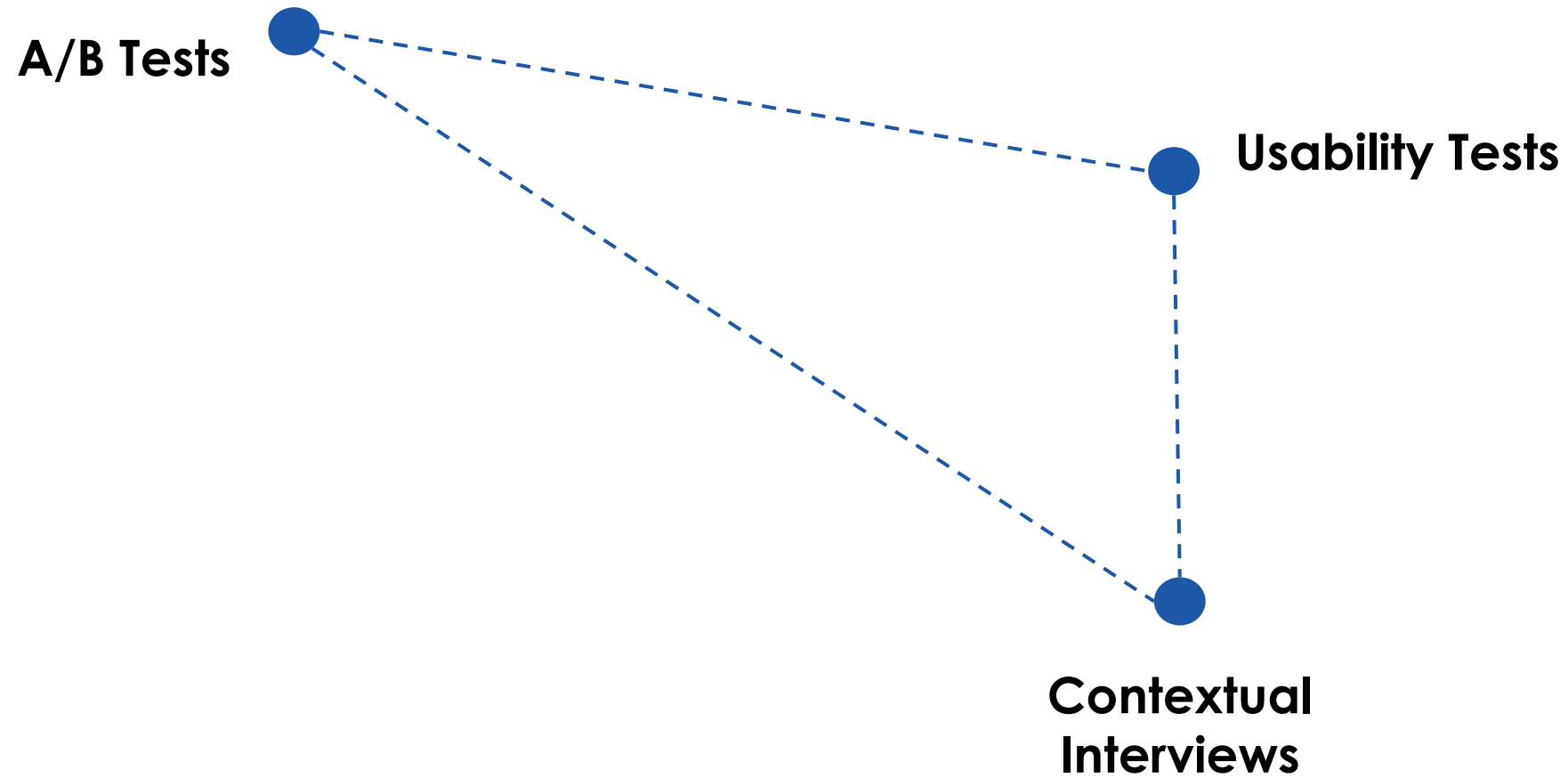


Mixed Methods Experimentation

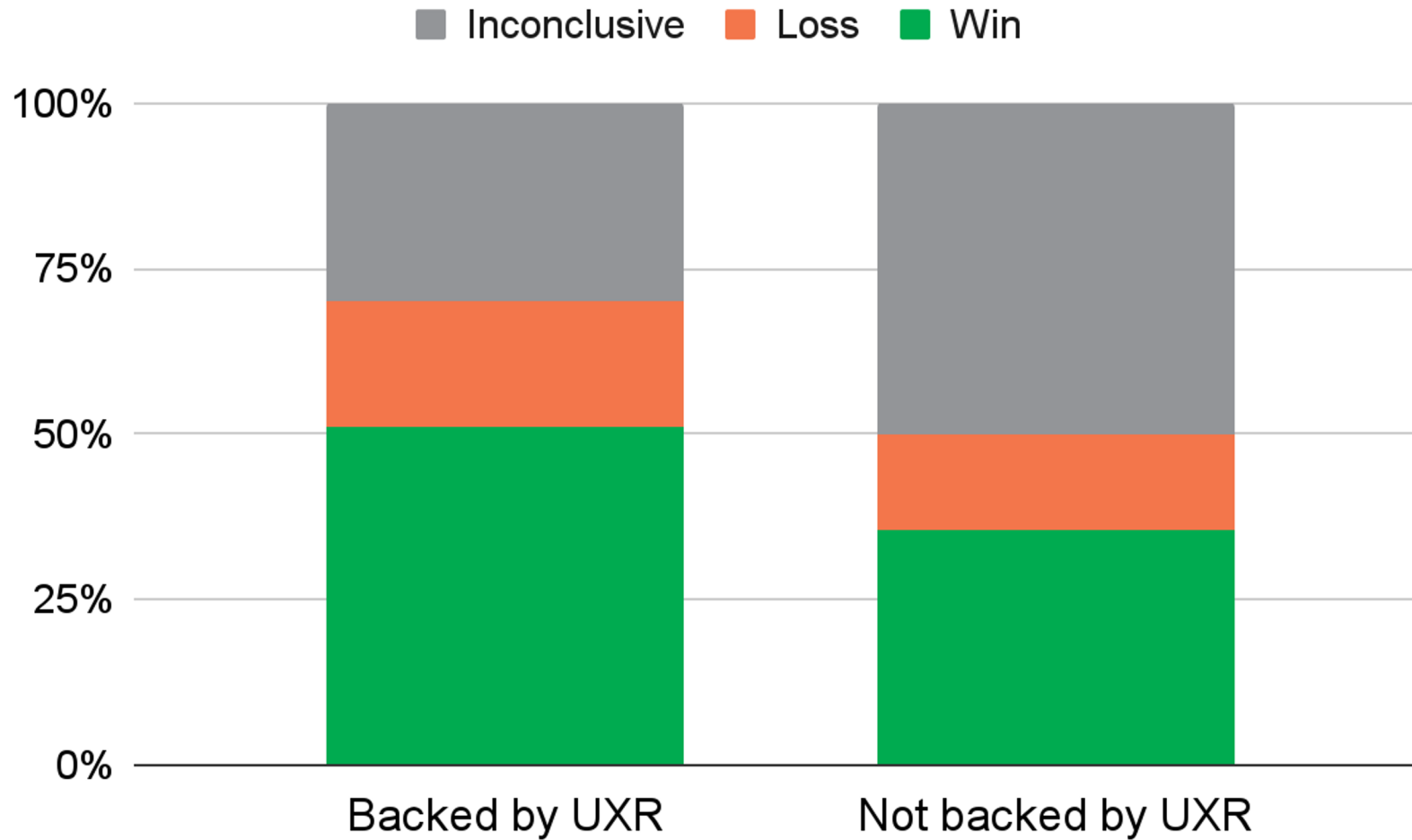


Why should I take a mixed methods approach?

...it increases confidence

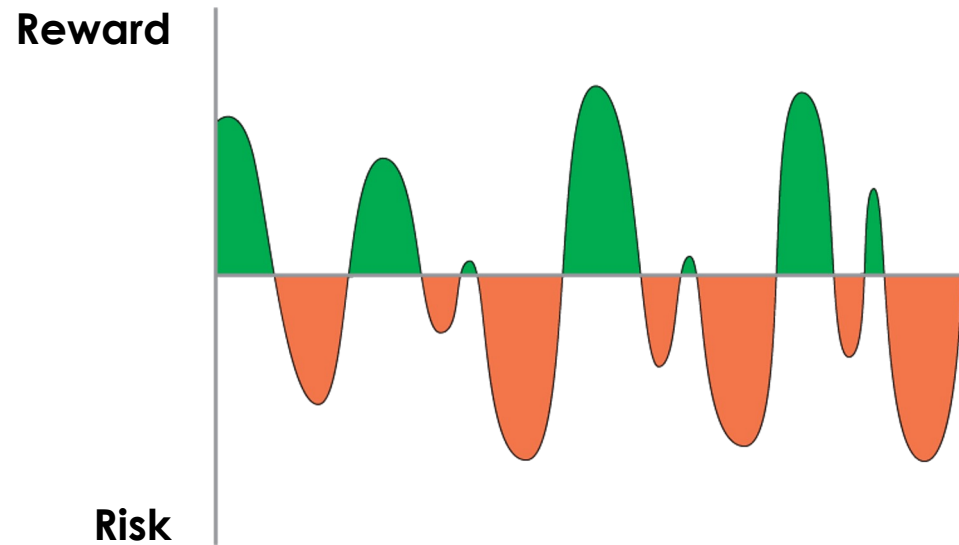


... it improves experiment outcomes

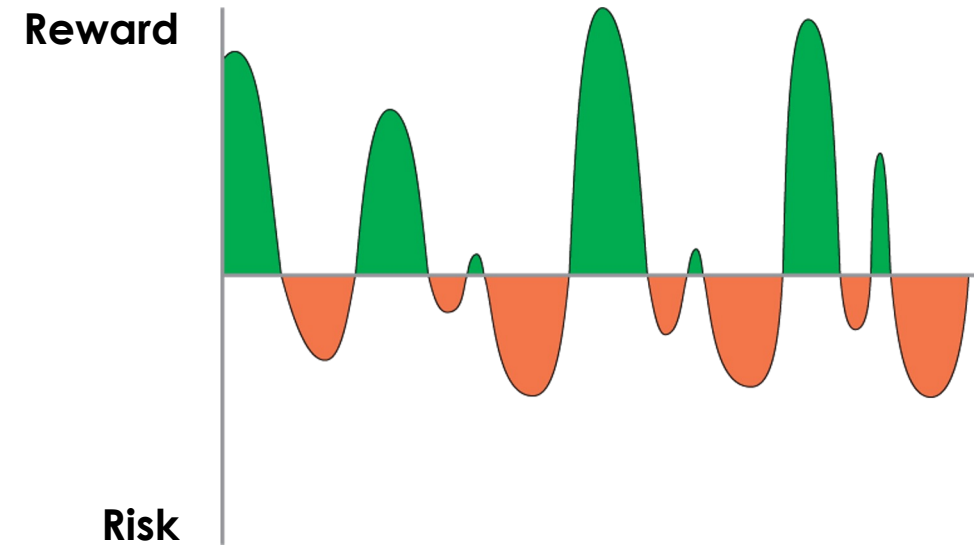


... it creates more business value

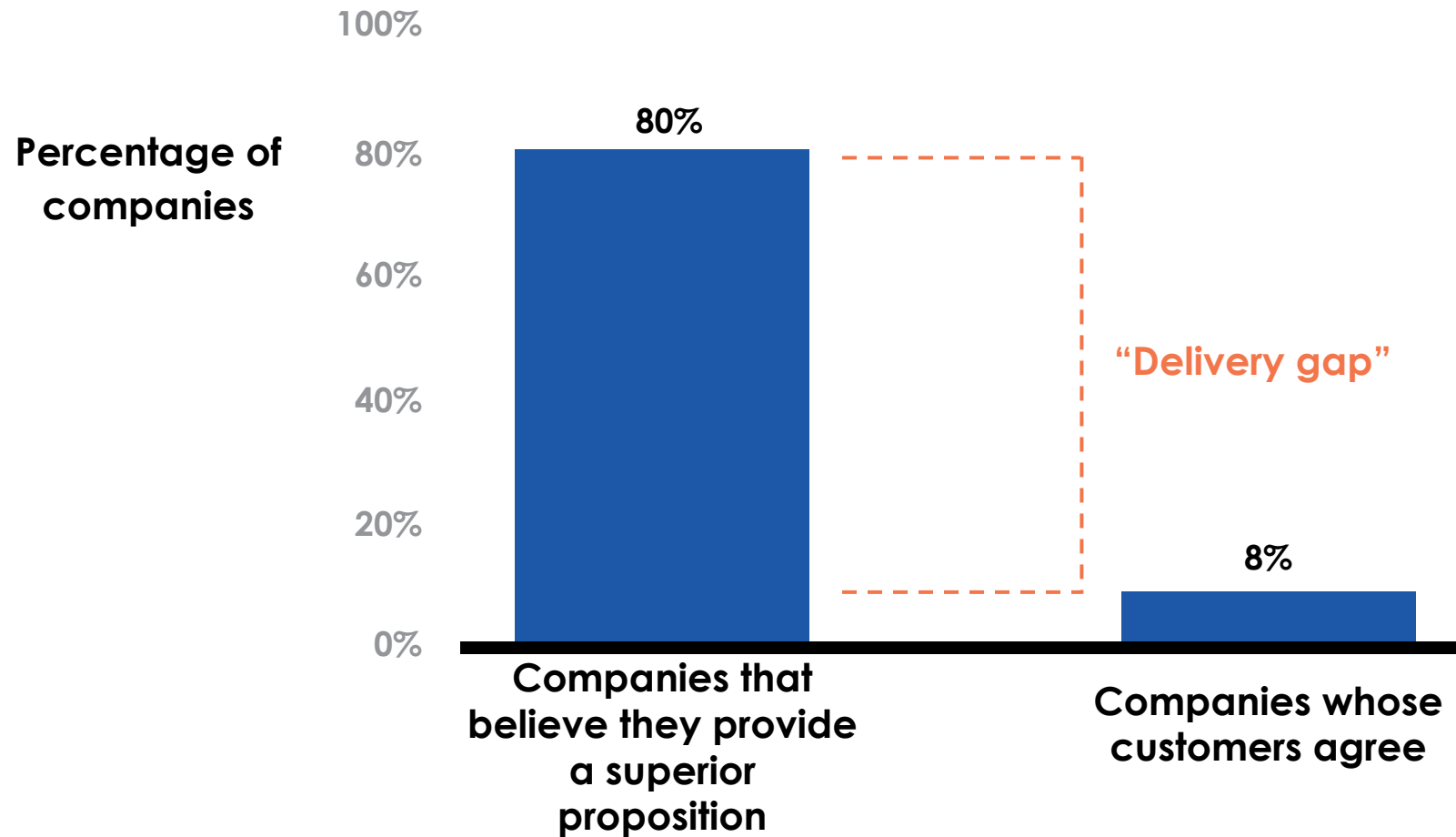
Without mixed methods experimentation



With mixed methods experimentation



...it focuses on the customer



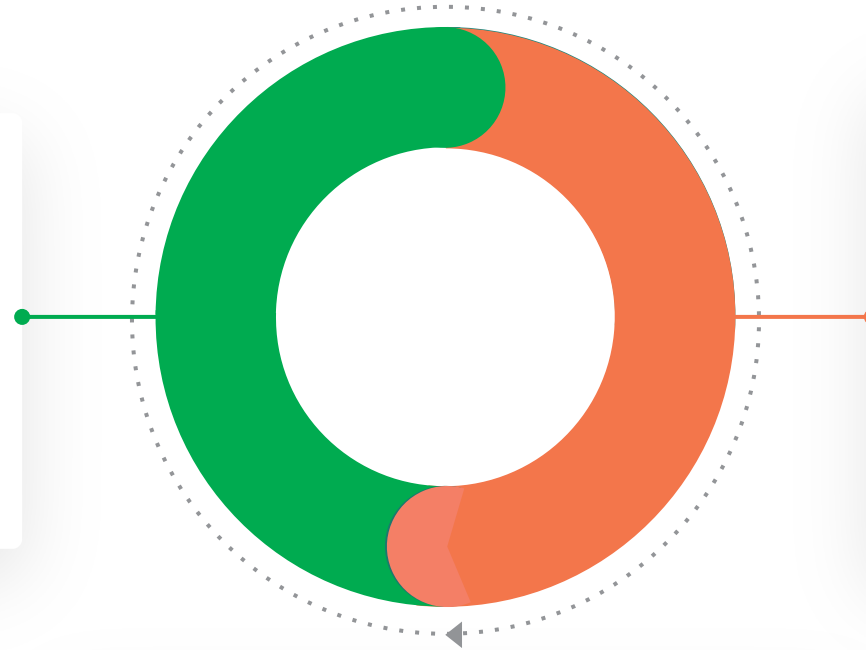
[Source: Bain Customer-led Growth diagnostic questionnaire](#)

How can I put this into practice?

Test and Learn

Understand

How people think, behave, and make decisions based on inhibiting and promoting factors.



Design

Apply a truly human-centric design method to solve problems and create value by using literal & lateral thinking.

Continuous Validation

via mixed methodologies



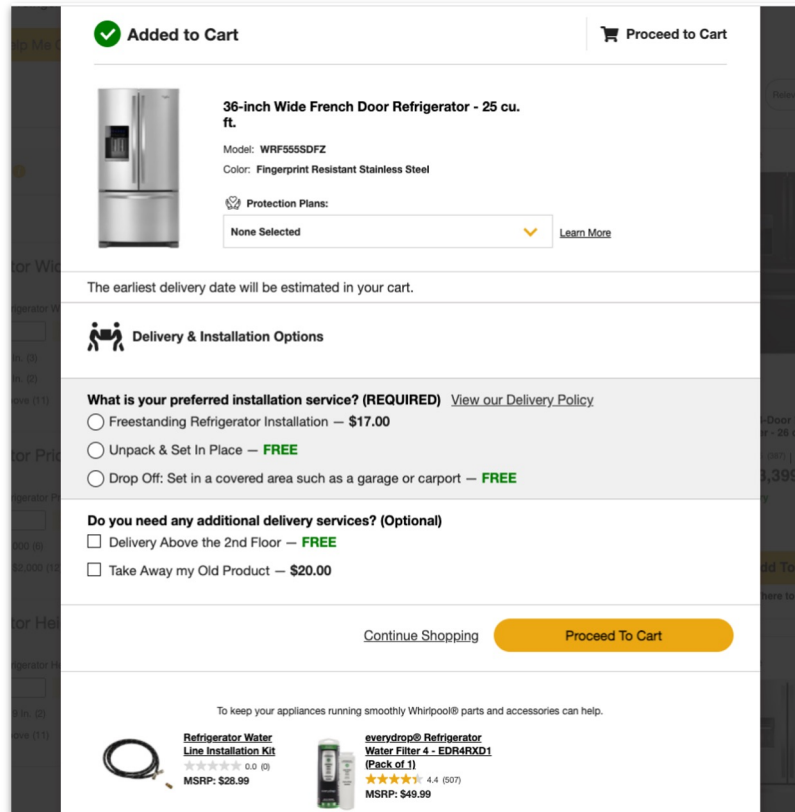
Business Objective

Optimize the appliance interstitial and drive higher sales of additional services

Key Research Questions

How do users think about additional services?

How can we improve conversions and the user experience of the interstitial?



Understand

How people think, behave, and make decisions based on inhibiting and promoting factors.



Design

Apply a truly human-centric design method to solve problems and create value by using literal & lateral thinking.

Continuous Validation

via mixed methodologies

Unexpected by the majority of customers

Did not match what the most sought after services were

Available installation options were confusing, affecting the perceived value

“

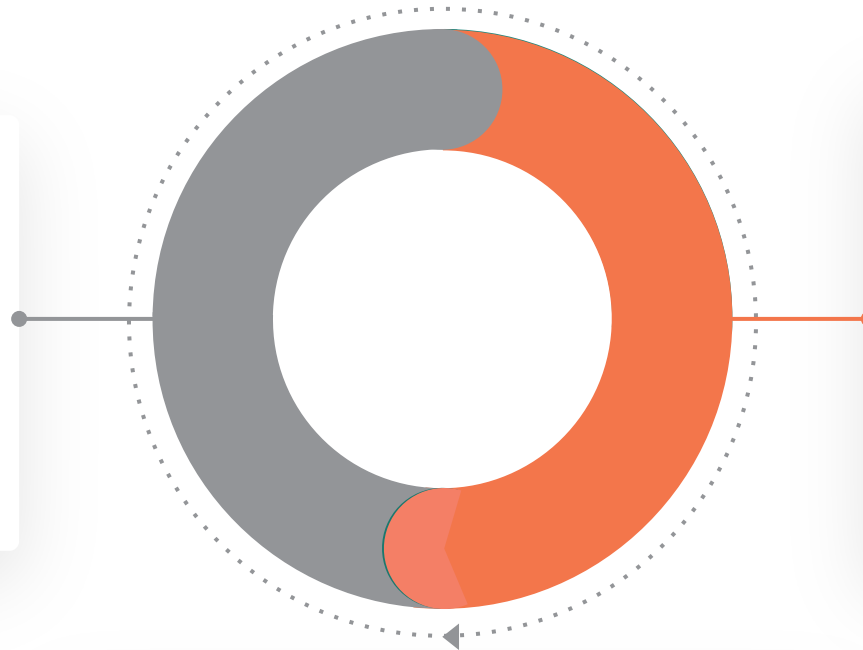
What would I expect to see if I clicked on 'Proceed to Cart'?... **I would expect to see... like the address and things like that**

“

Add to cart, **now this pops up... see that's not even something I thought about...**

Understand

How people think, behave, and make decisions based on inhibiting and promoting factors.



Design

Apply a truly human-centric design method to solve problems and create value by using literal & lateral thinking.

Continuous Validation

via mixed methodologies


Your Location: 60647Order StatusFind a StoreLive ChatContact UsHelp

Sign In or
CREATE ACCOUNT

PRODUCTSINSPIRATIONSALESUPPORT

< My Shopping Cart

Appliance currently configuring



36-inch Wide French Door Bottom Freezer Refrigerator with Dual Ice makers - 27 cu. ft.

Model: WRF767SDEM

Color: Monochromatic Stainless Steel

CONFIGURE YOUR APPLIANCE

1

2

3

Delivery Installation Options

Warranty & Extended Service

Parts & Accessories

Select Delivery Option

☒ Drop-Off: Set in a covered area

FREE

☐ Unpack & Set in Place

FREE

☐ Free Standing Refrigerator Installation

\$17.00

We'll drop of your appliance outside your home in a covered area such as a garage or carport still in it's original packaging.

We'll bring your appliance outside your home, unpack it and place it near it's desired location.

We'll driver and fully install your appliance including any applicable vent, water, or other hookups. Includes all required parts for installation.

BACK

NEXT STEP

[Delivery Policy](#)

MARTECH

MarTech is marketing.

Control

"Add to Cart"
on PDP

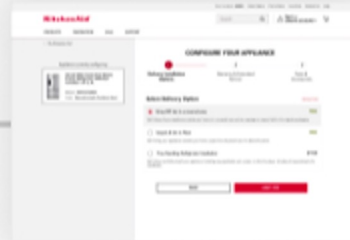


Cart

Checkout

Variation A

"Add to Cart"
on PDP

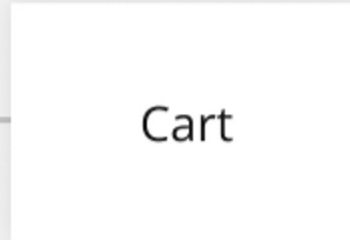


Cart

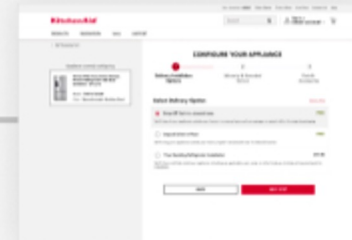
Checkout

Variation B

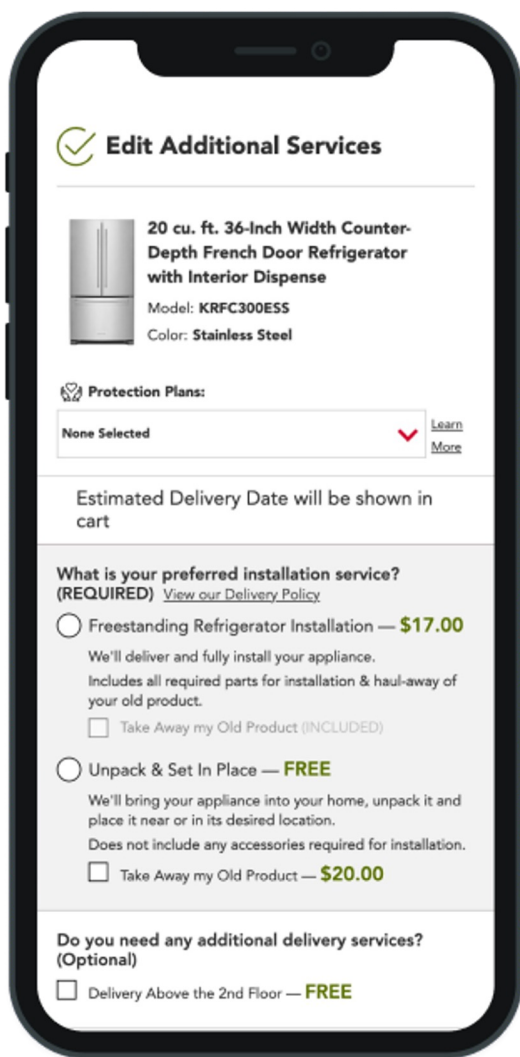
"Add to Cart"
on PDP



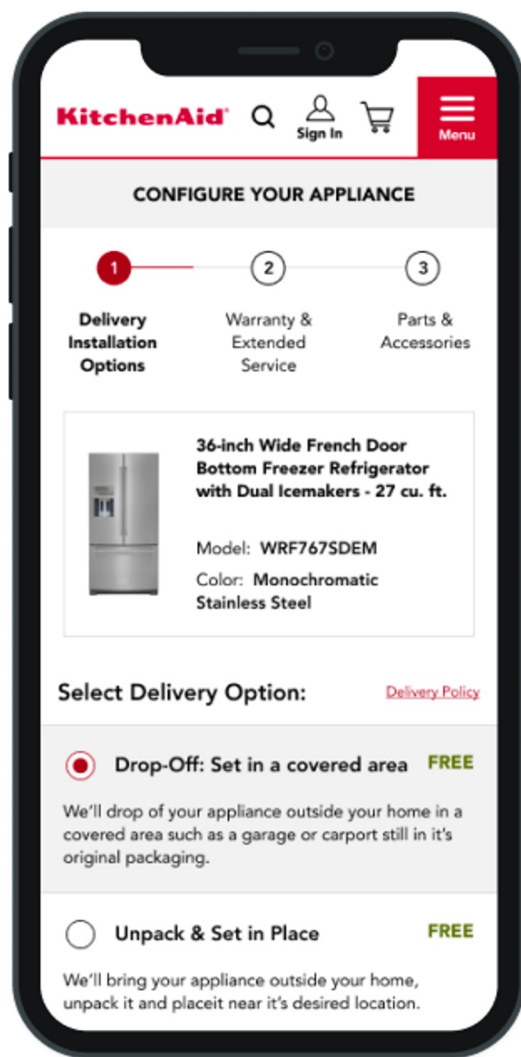
Cart



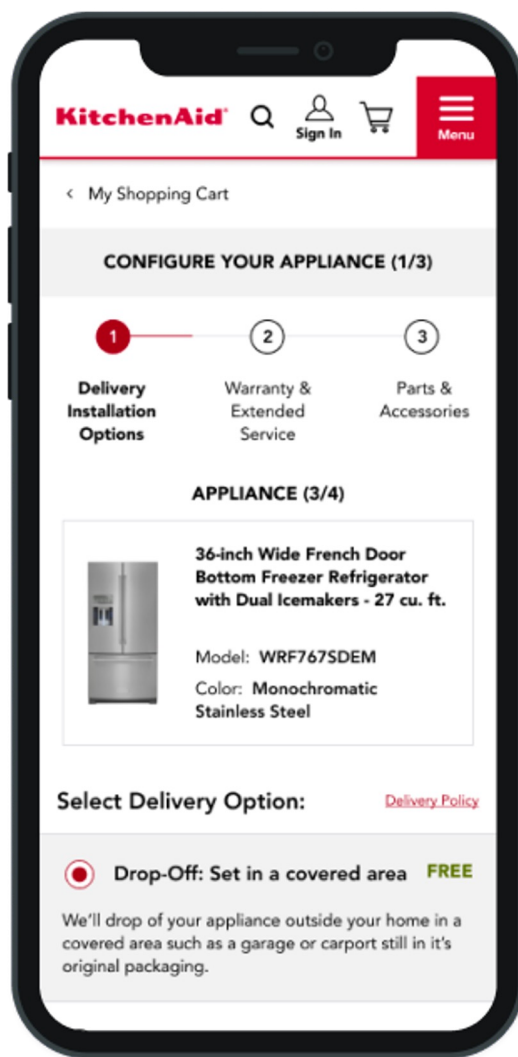
Checkout



Control



Variation A



Variation B



It was a pleasant surprise to see this, I didn't expect to see options for install and **I would have expected to see that info on the main page as well.**

– MOBILE USER



I was surprised at the option to haul away the old oven, wasn't expecting this but this was a pleasant surprise!

– DESKTOP USER

Select Delivery Option

[Delivery Policy](#)



Drop-Off: Set in a covered area

FREE

We'll drop of your appliance outside your home in a covered area such as a garage or carport still in it's original packaging.



Unpack & Set in Place

FREE

We'll bring your appliance outside your home, unpack it and placeit near it's desired location.



Free Standing Refrigerator Installation

\$17.00

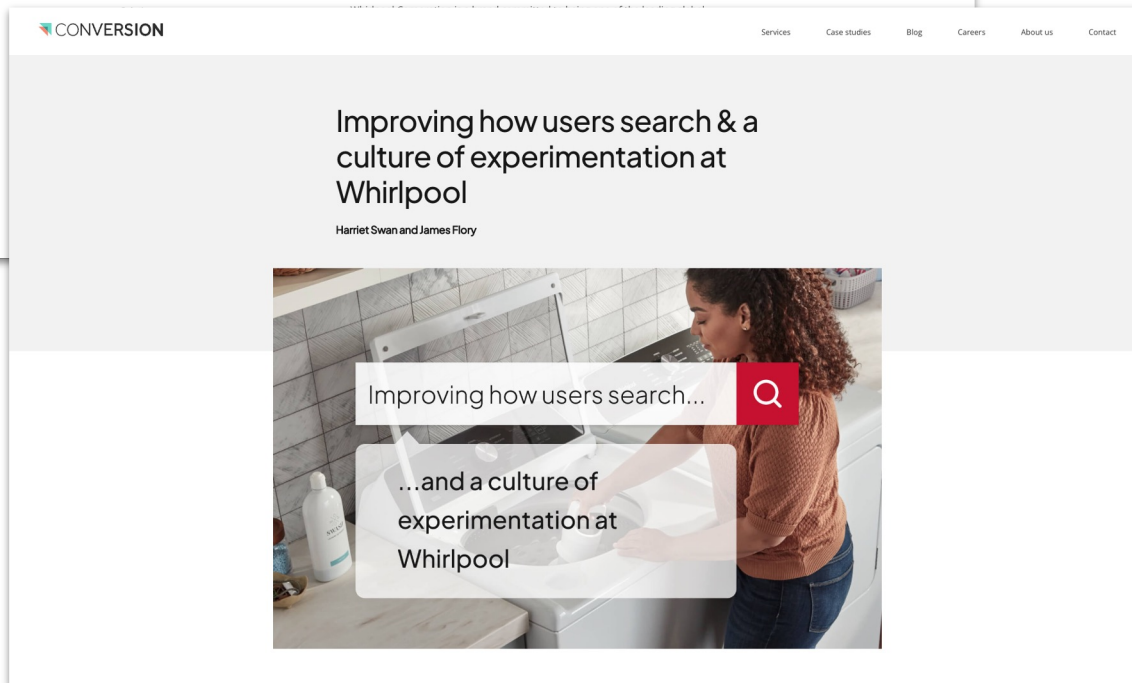
We'll driver and fully install your appliance including any applicable vent, water, or other hookups. Includes all required parts for installation.



Whirlpool case study

An example of a mixed methods program in action

[Read the Case study →](#)



Thank you.

SEE YOU AT THE NEXT
MARTECH CONFERENCE!