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## Select Case Studies

UX Strategy, Research, & Design

Conversion Rate Optimization

Additional portfolio samples available at

<https://portfolio.markcouvillion.com>

Password: Vesper

# Reducing friction on a complex purchase decision

## Identified Issue

A major home product manufacturer wanted to sell its bathroom vanity countertop products direct to consumer to have more control over the way their product is presented in the purchase experience, and ultimately help buyers understand why they would want to purchase the product.

## Solution Hypothesis

As a business decision with hundreds of thousands of dollars at stake to get it right, my team helped to validate the usability of the direct-to-consumer digital sales experience prototype and its ability to promote purchase confidence. Unmoderated prototype testing was utilized to identify the precise barriers to purchase for customers and recommend critical ways to reduce customer friction and solve real user problems. The result is a more effective end-to-end digital experience.

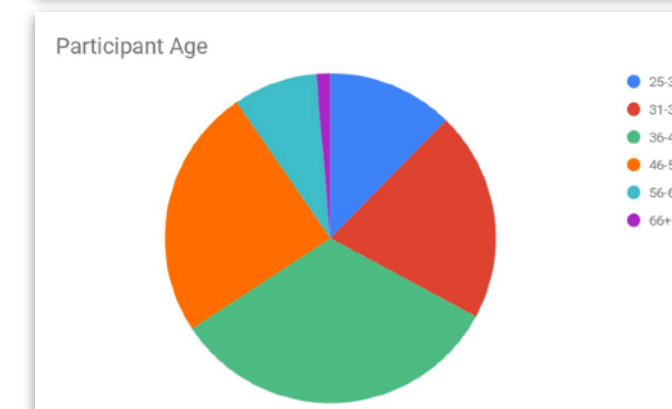
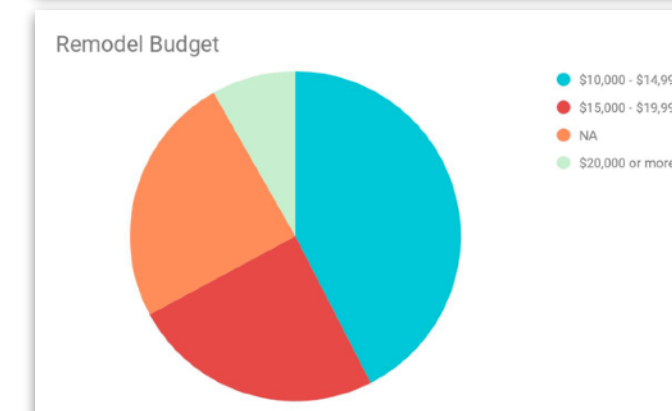
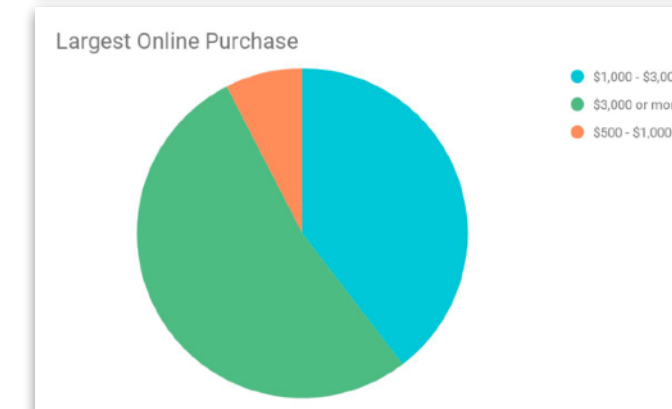
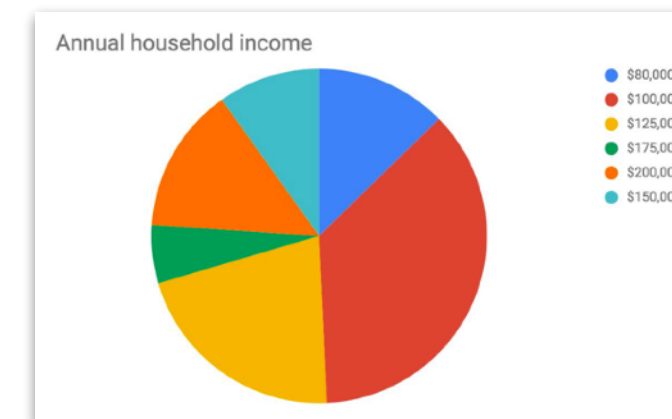
## Measured Results

**77**

Unmoderated usability tests run on prototype of experience

**8**

Data-validated, critical improvement recommendations for digital product experience



*“It feels like you’re legit trying to help me plan out my dream bathroom. Definitely a positive experience.”*

*“The way the website is working, I’m not comfortable at all. It’s extremely buggy.”*

# Minimize checkout distractions to improve conversion

## Identified Issue

A major clothing retailer was missing out on revenue because the user interface during the checkout flow included multiple opportunities for users to escape the experience and abandon checkout.

## Solution Hypothesis

By streamlining the checkout experience and removing distractions such as promo banners, search, store locator, and navigation, the user will be more likely to complete checkout.

After initial testing, data indicated that users were needing a reminder of the items in their cart. Iterations were made to the design to include a summary of cart contents as well as a “Back to Cart” CTA. This revised design produced clear positive results.

## Measured Results

**\$368k+**

potential additional annual revenue

Experiment Control

Variant 1 Test

Variant 2 Test



**FULL EXPERIENCE REDESIGN** - RESEARCH AND DESIGN LEAD MANAGING A TEAM OF TWO ADDITIONAL DESIGNERS AND ONE RESEARCHER

# Improving the end-to-end digital customer journey

## Identified Issue

A successful beauty brand & retailer needed support through an extensive redesign of the information architecture, taxonomy, navigation and purchase funnel including product pages and checkout flow.

## Solution Hypothesis

Extensive research, card sorting, tree studies, and user testing informed an improved IA and navigation. Low and high fidelity wireframes and prototypes were tested in controlled usability studies and measured optimization experiments on a percentage of site traffic de-risked a major relaunch of the brand's website.

My team delivered an extremely successful updated digital experience in a condensed timeframe with minimal resources.

## Measured Results

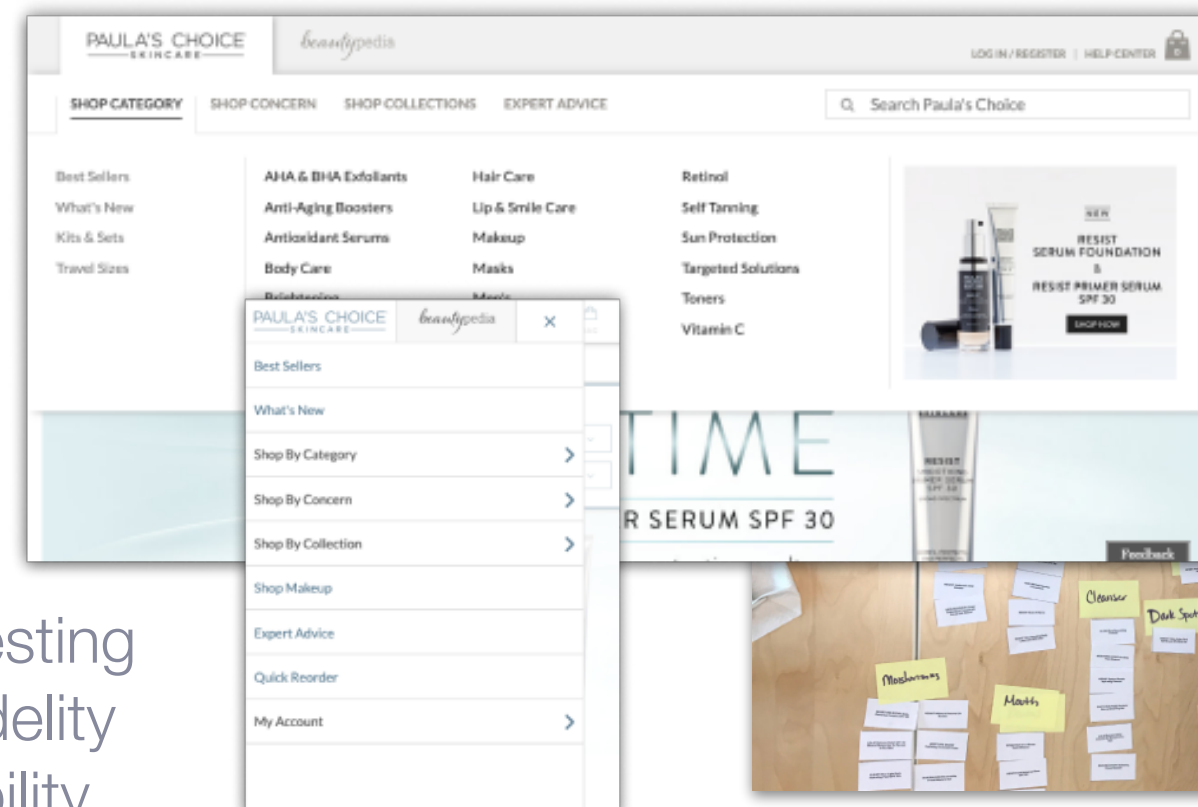
**+3.5%**

Lift in overall revenue per visit

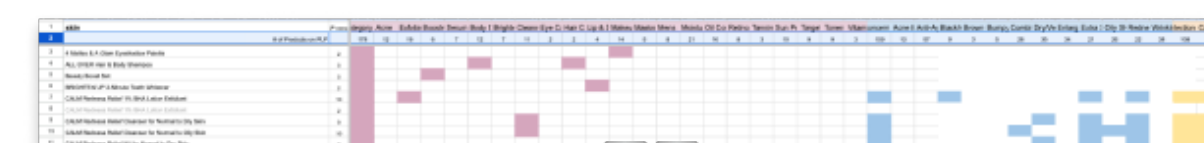
**+10%**

Lift in mobile revenue per visit

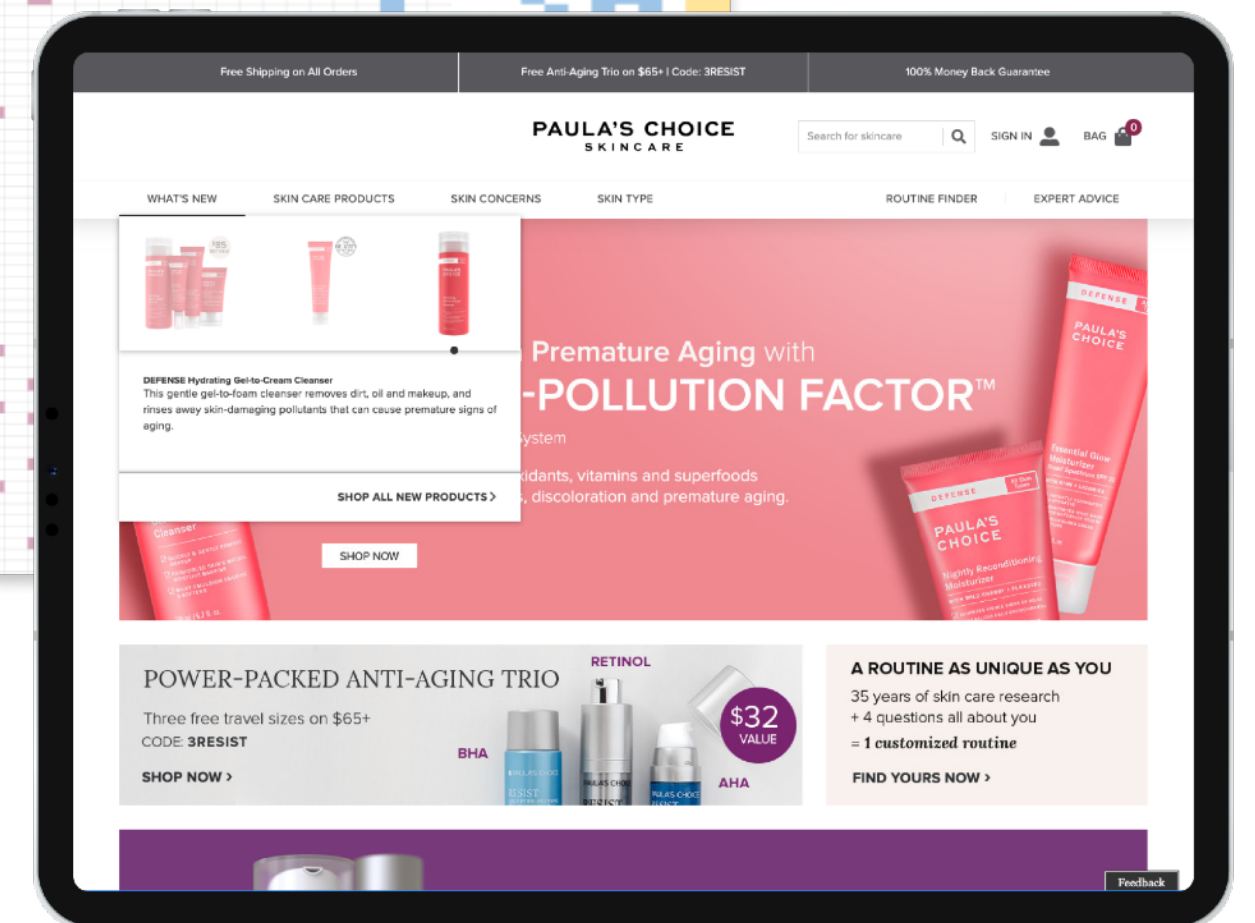
Original Navigation UI



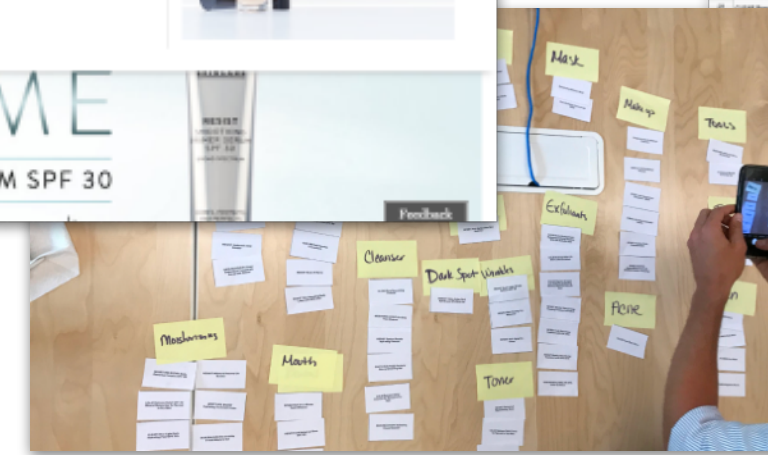
IA - Product SKU Matrix



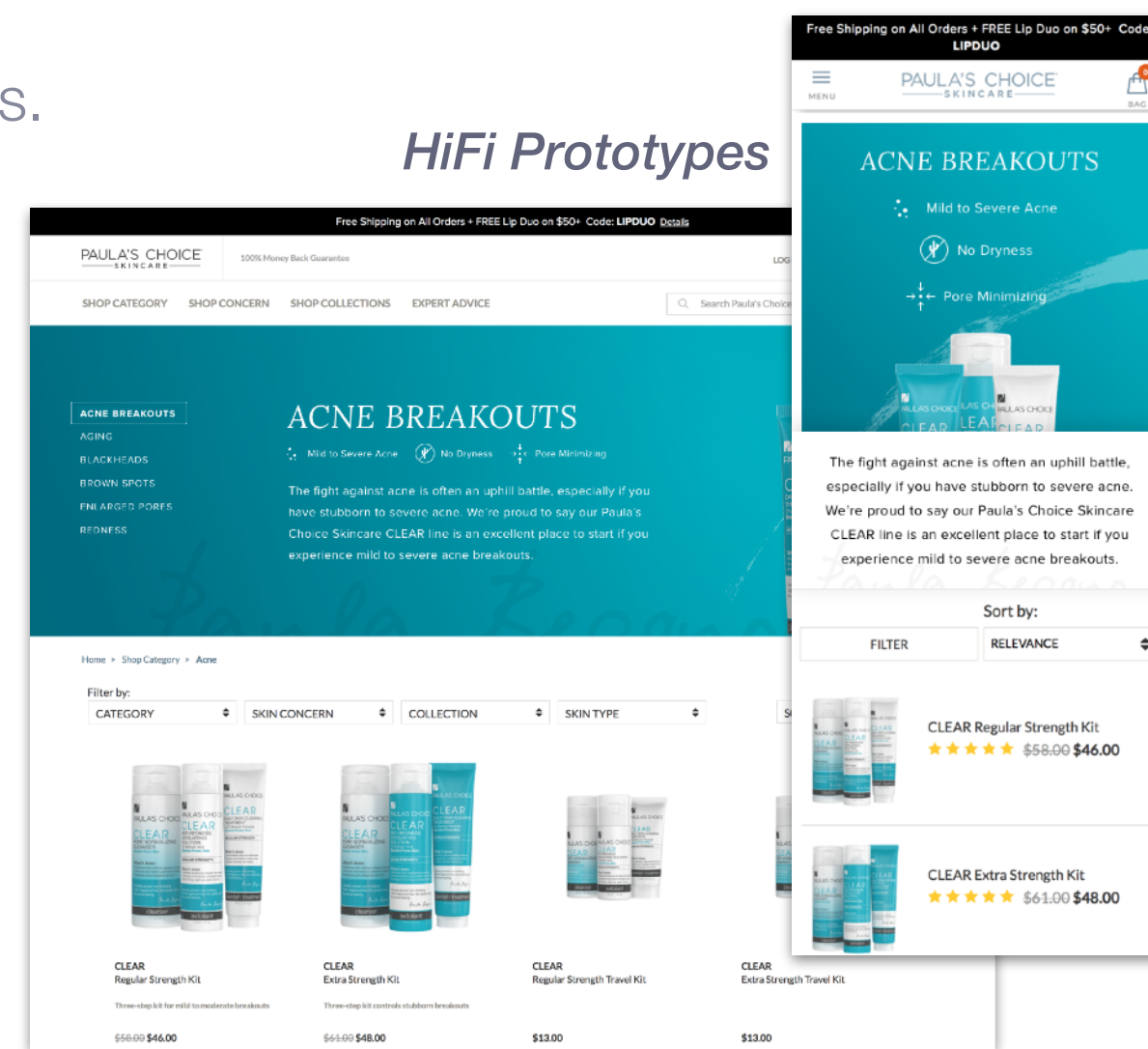
Redesigned Nav UI



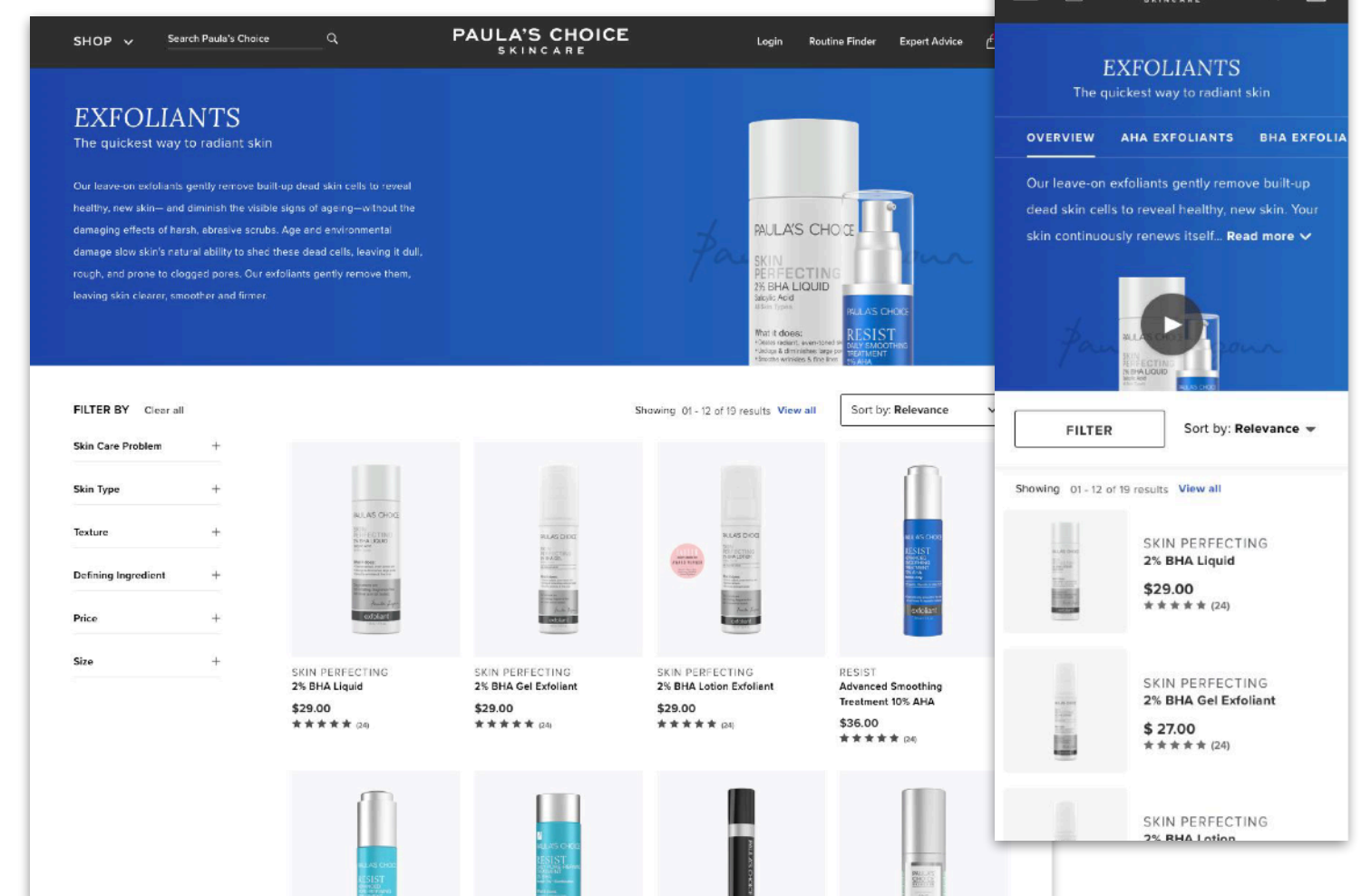
Card Sort



HiFi Prototypes



Redesigned Category Landing Page





# Making it easier for users to find their path

## Identified Issue

A university's "path finder" wizard was a great source of new student leads and a useful tool for prospective students. Their team wanted to see if driving more traffic to this wizard could lift the rate of Request for Information submissions.

## Solution Hypothesis

My solutions proposed creating more ways for users to access the wizard and enhance the entire path finder experience. Optimization testing put the control experience up against two redesign variations to see if we could increase traffic to the path finder and lift wizard completion rates and the resulting RFI leads.

## Measured Results

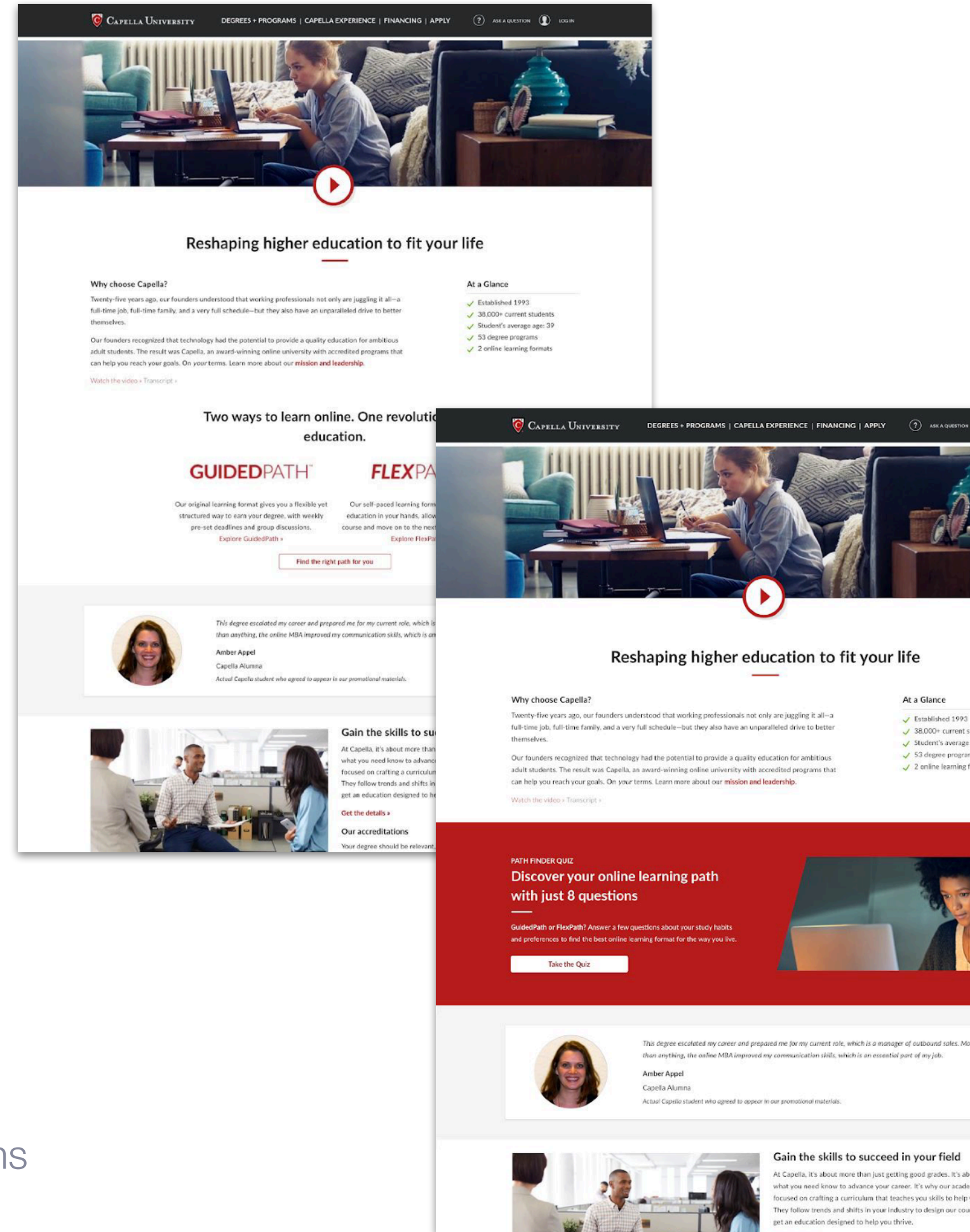
**+ \$5m - \$7m**  
Estimated revenue impact

**+18%**  
Lift in RFI completions

**+100%**  
Increase in wizard starts

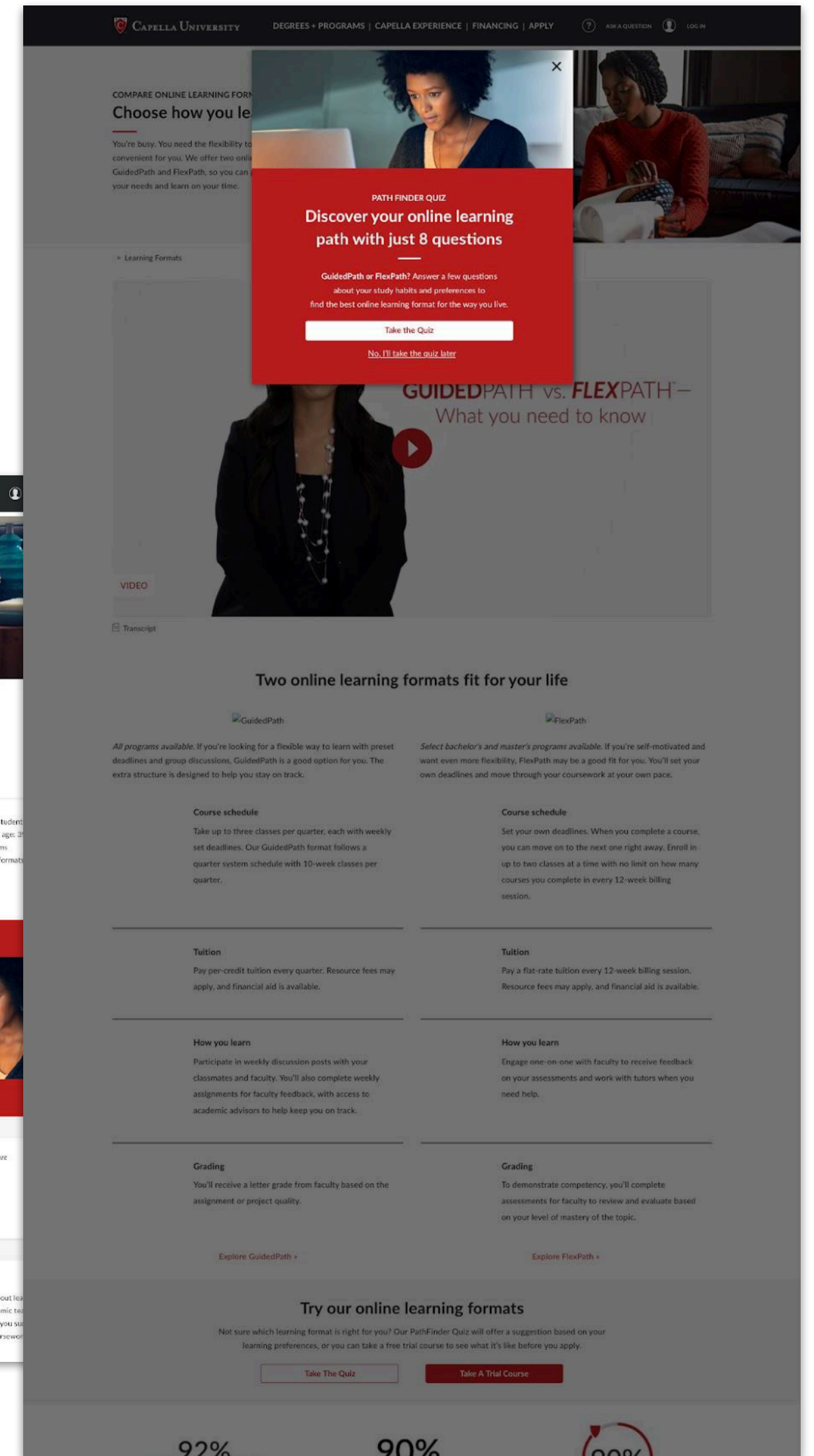
**+108%**  
Increase in wizard completions

## Control Experience



Variant 1

## Winning Variant 2



92% 90% 90%



# Amazon storefront optimization

## Identified Issue

Harley Davidson's independent dealers were opening Amazon storefronts and selling their excess inventory, often at a better price than Harley Davidson could offer for the same or similar products. Combined with a policy of not undercutting their dealers, this made it difficult for Harley Davidson to be competitive in the space.

## Solution Hypothesis

Our team developed multiple hypotheses to make small, incremental changes to the limited areas that sellers can edit on their Amazon storefront. Enhanced product images, animated model shots, and optimized product names and descriptions all helped to provide impressive results for the HD team.

## Measured Results

**+418%**  
Month over month increase in storefront sales

**+15%**  
Marketing conversion rate

**+80m**  
Brand impressions per week to new audience segments

**+396%**  
Month over month increase in units sold

**\$5:\$1**  
Return on ad spend

**+60%**  
Net new customers to the HD ecosystem

