

“The only stakeholder who never gets a seat at the table is the user.”

- Nielsen Norman group

Call To Action Digital - Time to get more out of your design



We deliver **best-in-class UX consultancy and education** to help businesses **optimise user experience and conversion rates** on their websites and apps.

Our team of highly experienced consultants help clients solve their product design challenges based on years of working with different industries and our diverse skill sets including **design, analytics, testing and various UX methods**.

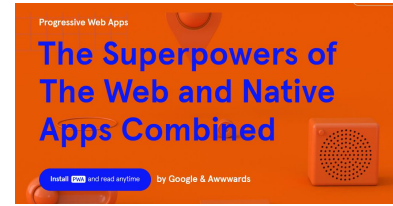
We help optimise current user journeys through **industry-specific best practices** and **specialised knowledge** of cutting-edge topics like Voice Interfaces, AI integrations, Accessibility, Sustainability and User Privacy.



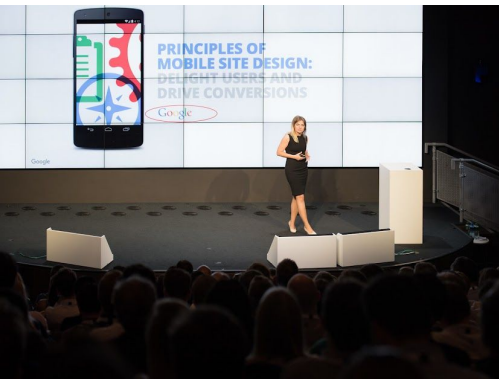
Anna Potanina - Conversions November 2018

Conversions 9,34K subscribers Subscribed 52

[International UX keynote speaker](#)



A published author:
pwa-book.awwwards.com

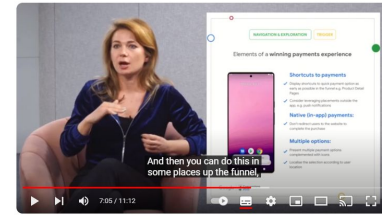


Google

Mobile UX Marathon



Global UX advocate:
bit.ly/mUXmarathon



Conversions 22: Make your Apps a Winning Surface

Conversions 9,34K subscribers Subscribed 4

[App UX expert](#)

Anna Potanina 10+ years in consulting, 6 years in UX consulting, learnings from 700+ projects, Google-Certified Design Sprint Master, NNg-certified UX professional

Why does my business need a UX consultation?



Increase conversion rates and ROI by maintaining the same level of investment



Receive an external expert point of view on your product



Understand your user, their behaviors and needs



Industry trends, external regulations and user expectations are changing as fast as never before



Prioritise optimisation of your current design vs launching new features



Design-focused companies on average are performing better than others

Why work with us?

- Learnings from **700+ UX consulting projects**
- You will receive **clear recommendations** that you can test or implement straight away, with visual examples and mockups all put together into **actionable plans**
- We provide you with **low hanging fruits** as well as **big ideas** on how to improve your UX flows
- **Bespoke workshops** - our experts are also highly rated international speakers and will deliver recommendations in an engaging workshop for your team
- We put **people first** and believe that oftentimes real change lies in teams culture, so we try to not only give you recommendations, but be your partner and help you understand and adopt the product excellence mindset
- **Ex-Google product experts**: our staff have been working successfully in Google UX teams and has expertise to consult on product design as well as design processes within your company.
- Google-certified **Design Sprint masters** and (*coming soon) Google-certified Better Web services
- We provide a **variety of workshop types**: from reviewing your current UX to leading Design Sprints for your team to make collecting decisions about product changes and

Choose a consultation according to your UX challenge

UX AUDITS:

 Quick

Single-page UX review

The fastest way to get our expert opinion and to taste our service.

The service includes:

- 1 hour call with UX expert
- 5-10 UX recommendations for testing
- *(optional)* Presentation and UX workshop for your team

Areas can be: landing page, registration page, lead generation form, figma file prototype or a mock-up

 Popular

User journey UX review

We review in details one specific user journey of your website / app.

The service includes:

- 1-2 discovery calls to define the user journey
- 2-4 weeks of workshop preparation
- 20-30 UX recommendations presented during 1.5 h workshop via Video conferencing call
- 1-2 follow up calls to discuss next steps and A/B-testing results.

Areas can be: critical user journey, landing page with following pages, onboarding and registration, navigation, checkout and payments, etc.

 Long-term partnership

Full UX review

Partnering with us for a year on improving your conversion rates.

Full assessment of website / app delivered in a series of workshops including:

- Initial review and UX strategy session outlining plan for the year
- Series of workshops with detailed feedback on all areas including first impression, navigation and exploration, checkout and payments, general hygiene, accessibility and speed
- Google Design Sprints and User testing Labs for defined problems
- Review of UX maturity of your organisation and consultations on UX methods such as: A/B-testing, qualitative research, UX knowledge sharing, etc

.. or see the list of our specialised consultation types:

CTA >

DIGITAL

Choose a consultation according to your UX challenge

SPECIALISED UX CONSULTATIONS:

User Lab

Sit back, relax and listen to what your users have got to say.

The service includes:

- 5 interviews with real users recorded in advance by the CTAD team
- Half-day workshop to watch interviews together and discuss in a cross-functional team
- Roadmap with strategic and tactical key takeaways and action-items

Areas can be: landing page, registration page, lead generation form, figma file prototype or mock-up

Google Design Sprint

Work on your big UX challenge following design thinking method from Google.

The service includes:

- 1-2 discovery calls to define the UX challenge and desired outcome
- 2-4 weeks of workshop preparation together with the client team
- Half-day Design Sprint facilitated by the CTAD team
- Lightning talks on UX Best Practices
- *(Optional)* User Tests to verify the prototyped solution

UX challenge can be: redesign of a onboarding process, Checkout forms, PDP, new product launch, new feature prototyping, implementation of personalisation throughout the funnel, etc.

New Website / App Launch

Get to know UX best practices for your industry to make sure you take them into account when prototype your new product.

The service includes:

- 1 discovery calls to define the UX challenge and desired outcome
- 1 week of workshop preparation
- 1-hour workshop presenting best practices for selected industry complimented with UX research and competitor examples
- *(Optional)* Design Sprint to prototype a certain part of the future website.

+coming soon:

Accessibility UX review

Get ready for 2025 EU legislation!

AI UX Lab

Learn how AI can enhance your user experience

Website speed review

Make sure you get the basics right - technical review of your website's speed and performance.

Single-page UX review

We review one page of your website or an app during the call and share our recommendations.

- 1 hour call with UX expert
- live feedback on your page (no preparation needed)
- Q&A
- 5 UX recommendations shared in a follow-up email

Areas can be landing page, registration page, lead generation form, figma file mock-up

What is the benefit for my business to do this audit?

- best format to get a sense of our service and expertise: you get one hour of our expert opinion on any UX problem you have
- well suited for startups and businesses with emerging online presence or small UX organisation for quick feedback on critical pages or prototypes quickly.

Who should attend the workshop/call:

- Business owners
- Any product stakeholders
- relevant agencies / partners

Prerequisites:

- Web URL or App link / apk / figma file to review

What you will receive:



Live call for your team with our UX consultant



5-10 UX recommendations for the given app / web page that you can test or implement

Example of insight:

“Test different copy on your key CTAs: consider copy that is not rushing the user into commitment just yet, but rather meeting the user where they are in their journey. While “Buy Now” may feel like a lot of commitment, alternative text labels like “Add-to-Cart”, “Add-to-Compare”, “Check availability” might relieve the pressure from the user and better represent the next action”

User Journey UX review

We review in detail one specific area of your app. This includes:

- 1-2 discovery calls to define the user journey
- 2-4 weeks of workshop preparation
- 15-20 recommendations presented during 1.5 h workshop via Video conferencing call
- 1-2 follow up calls to discuss next steps and A/B-testing results.

Areas critical user journey, landing page with following pages, onboarding and registration, navigation, checkout and payments, etc.

What is the benefit for my business to do this audit?

- best suited for businesses with established online presence and history of performance data to review and optimise for
- product stakeholders wanting to deep-dive into specific UX problems / pages / challenges
- great option to optimise areas of high traffic and low conversion

Who should attend the workshop/call:

- C-level
- Product owners, product marketing managers of the website/app
- CRO / UX Managers
- relevant agencies / partners

Prerequisites:

- Web URL or App link / apk file to review
- Filled out [project brief](#)
- Relevant User research and AB testing results recently delivered on these URLs

What you will receive:



Workshop for your team with our UX consultant



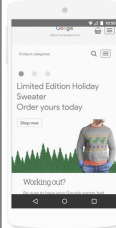
15-20 UX recommendations for the given app / website and prioritisation framework



Slides with recommendations illustrated by research, case studies and best practices

Example of insight:

“Turn off animated carousel on the page that is currently rotating 3+ visuals. It is lowering page speed, being perceived as ad banners, makes human eye get distracted by the movement while not allowing to read its content. Instead leave one or two banners in a static position to allow users to focus on what is important in this context and allow user-initiated content exploration. Test the success of this change by ...”



- Remove animated carousels for the user-initiated action
- Why are sliders evil?**
 - Lower page speed: loading 3+ visuals
 - Carousels look like banners
 - The first slide triggers most interaction
 - UX design is often bad
 - Not everything can be important
 - Human Eye Reacts To Movement
 - It moves while being read

Full UX review

Full assessment of website / app delivered in a series of workshops including:

- Initial review and UX strategy session outlining plan for the year
- Series of workshops with detailed feedback on all areas including first impression, navigation and exploration, checkout and payments, general hygiene, accessibility and speed
- Google Design Sprints and User testing Labs for defined problems
- Review of UX maturity of your organisation and consultations on UX methods such as: A/B-testing, qualitative research, design methods, knowledge sharing, etc

What is the benefit for my business to do this audit?

- great fit for organisations looking for a long-term partner to optimise user experience and conversion rates through series of changes on the product and organisational sides
- agencies delivering on the

Who should attend the workshop/call:

- C-level
- Product owners, product marketing managers of the website/app
- CRO / UX Managers
- relevant agencies / partners

Prerequisites:

- Readiness to work and collaborate on all levels including design, product strategy and organisational culture processes

What you will receive:



5-7 Workshops for your team with our UX consultants, regular follow-up calls throughout the year with your long-term UX partner



50-60 recommendations covering UX changes in all user journey areas, your organisational maturity and UX methods

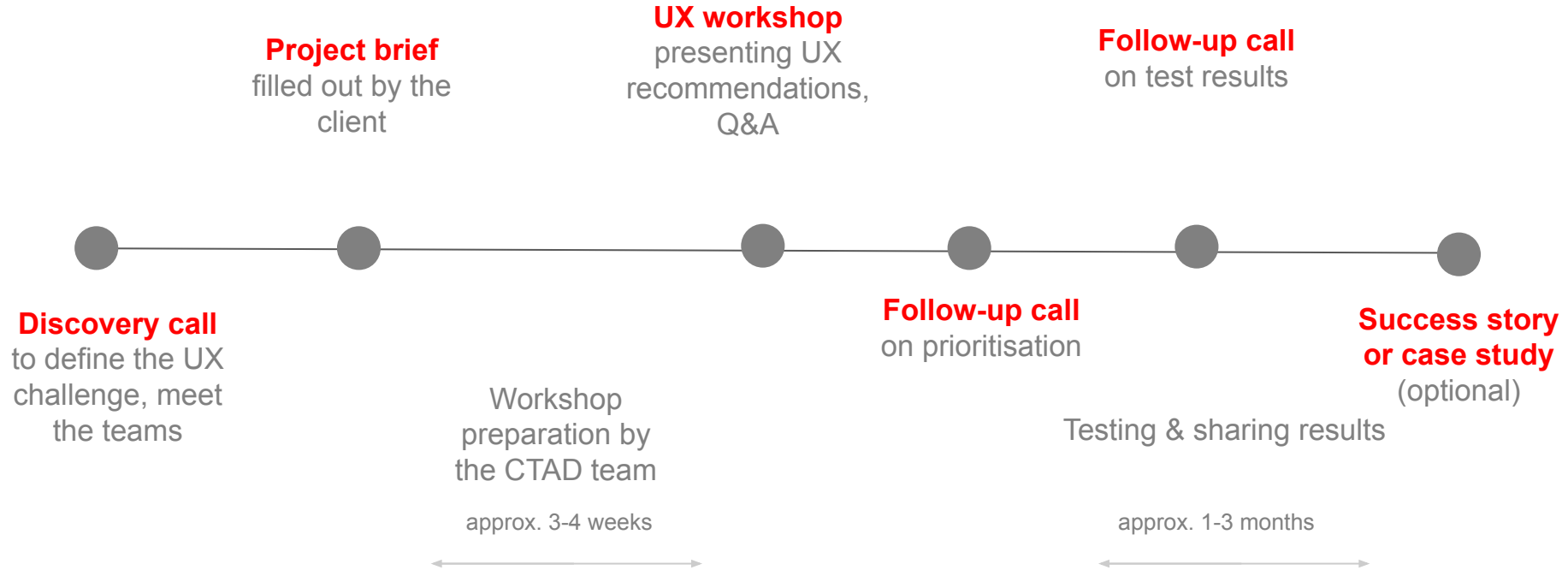


Slides with recommendations illustrated by research, case studies and best practices

Example of insight:

“As you can see from the recent user testing users remain unclear on the your key value propositions and differences from competitors even after installing the app and using it for some time. We recommend design sprint on registration process and review of your testing process within the next 6 months.”

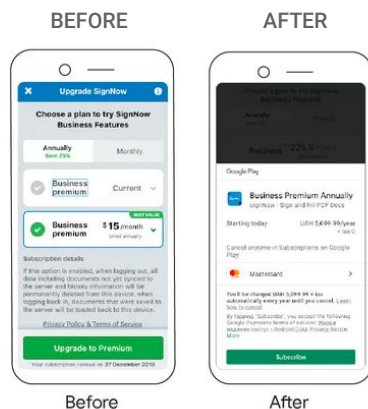
Timeline for UX Projects



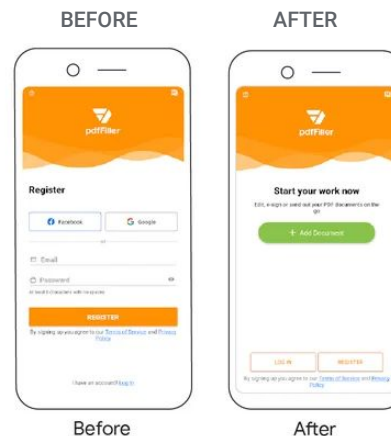
How the result of the project with us can look like

Small UX changes driving big impact in apps - SignNow, PDFFiller

- the team optimised the brand's in-app experience, grew the app user base, and increased in-app conversions by shifting to a test and learn approach.*

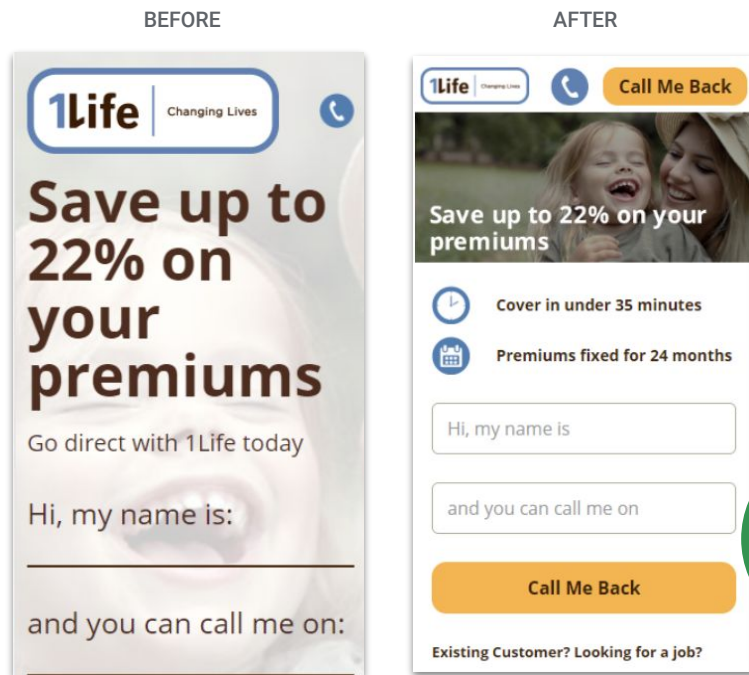


• 5X new paid subscriptions



- +10% new registrations
- +5% new paid subscriptions

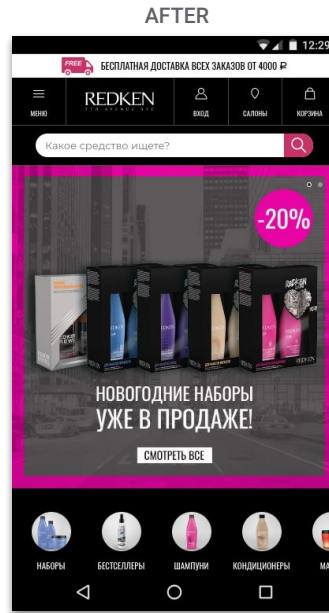
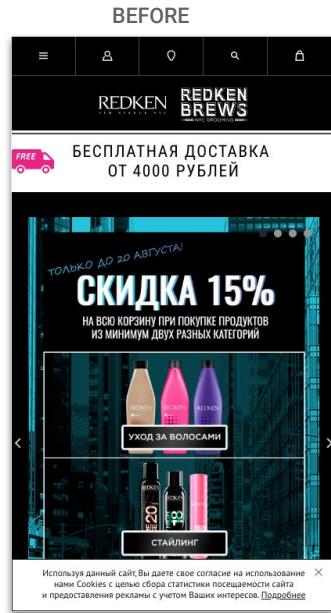
How the result of the project with us can look like



[1Life redesigned their homepage](#) and launched the split test within 2 weeks and fully launched a new version after 1 month after Google Design Sprint*

How the result of the project with us can look like

L'OREAL builds cross-brand UX optimisation culture



L'Oreal Russia team has 15+ brands present in the country with separate websites, but similar challenges in conversion rate optimisation, mobile design and A/B testing. L'Oreal digital teams have been engaging with UX consultants for 1.5 years on topics including mobile design best practices, changes to A/B test, qualitative research, user labs and experimentation culture. Services delivered to the team included:

- Design sprint for 12 brands
- Full-day workshop for 12 brands on testing and optimisation culture, user testing and importance of qualitative research
- Landing Page UX workshops for standalone brands
- A/B-testing Q&A sessions
- Follow-up calls on A/B-testing results from each brand
- Sharing self-learning resources and playbooks with UX best practices

The results

L'Oreal team adopted testing approach and started quantitative testing with Google Optimize and hired an agency to conduct qualitative research. Product teams started cross-functional knowledge sharing on UX optimisation, hired FTEs to build the testing culture. The case study was presented at Think with Google FMCG Russia.

+18% Mobile Conversion Rate
+14% Incremental Conversion Rate
+69% In-site Promo clicks
+Shared Optimisation culture



<https://www.youtube.com/watch?v=233zfcGjxl&feature=youtu.be&t=17351>

Our case studies have been published while we were working at Google, however we would love to publish a new one with you and CTA Digital!



Schedule a free discovery call with us

Reach out at anna@cta-digital.com or book an appointment through <https://www.call-to-action-digital.com/>

Our full website is coming!

Call To Action Digital Limited
8 Alto Vetro, Grand Canal Quay
D02FX22
Ireland
Register Number: 747643

**If you think good design is expensive, you
should look at the cost of bad design.**

Dr Ralf Speth, CEO of Jaguar
Land Rover