



RESURGENS^{PC}
ORTHOPAEDICS

REACHforMORE

Form Optimization Case Study



BRAIN BYTES
CREATIVE

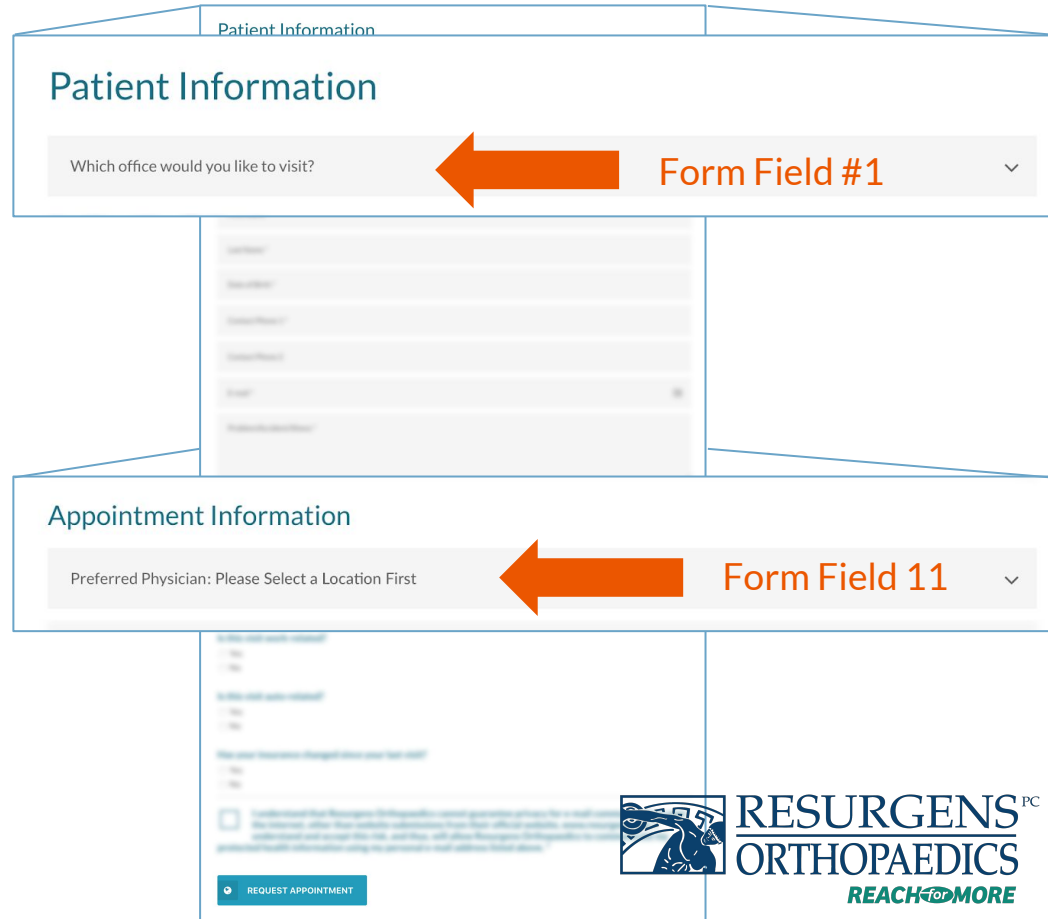


The Observation

Users struggled to complete form field 11 of the Request an Appointment form.

Form field #1 was skipped and in result was impossible to complete form field #11 of the Request an Appointment form.

Field #11 is dependent on filling out field #1.



The screenshot shows a web form titled "Request an Appointment" for Resurgens Orthopaedics. The form is divided into two main sections: "Patient Information" and "Appointment Information".

Patient Information Section:

- Field #1: "Which office would you like to visit?" (Dropdown menu)
- Other fields: Name, Address, Date of Birth, Date of Visit, Email, and Phone Number.

Appointment Information Section:

- Field 11: "Preferred Physician: Please Select a Location First" (Dropdown menu)
- Other fields: "How many times per week would you like to see the doctor?" and "How many times per week would you like to see the doctor?" (Dropdown menus).
- Footer: "REQUEST APPOINTMENT" button and "RESURGENS^{PC} ORTHOPAEDICS REACH FOR MORE" logo.

Orange arrows point to "Form Field #1" and "Form Field 11", indicating the specific areas of user struggle.



The Data

1. **25.68%** of users **abandoned the form** at field #11
2. Users spent an average of **43 seconds trying to complete** field #11
3. Field #11 had the **highest “refocus” rate** across the form (users are leaving this field to visit another field and then returning)
4. **Session replay** showed users trying to click field #11 and not being able to because they haven’t filled out a prior required field.

The Hypothesis

Users who overlook the first question “Which office would you like to visit” are stumped by question eleven, a “Preferred Physician” drop down that they can’t fill out because they haven’t previously selected an office in question one.

We hypothesized that by pushing form field #1 down to form field #10, we will reduce the confusion associated with the form’s drop off rate, and therefore increase conversions.



The Experiment

We moved the first field “Which office would you like to visit” down to position 10, prior to the “Preferred physician” prompt and conducted a split test.

Patient Information

Form fields (blurred)

Moved Form Field 1 to position 10

Appointment Information

Which office would you like to visit? ▼

Preferred Physician ▼

Form fields (blurred)

Submit button



The Results



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Page Conversions/Goals Analytics

- Conversion Rates increased by **46.95%**
- Goal Completions increased by **43.73%**
- Goal Value increased by **43.75%**

Landing Page Performance Analytics

- Bounce rates decreased by **6.57%**
- Page value increased by **19.99%**