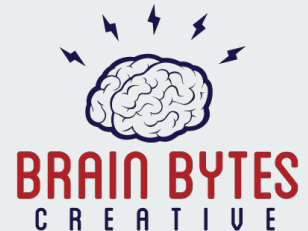




CRO - Form Optimization

ROI Case Study



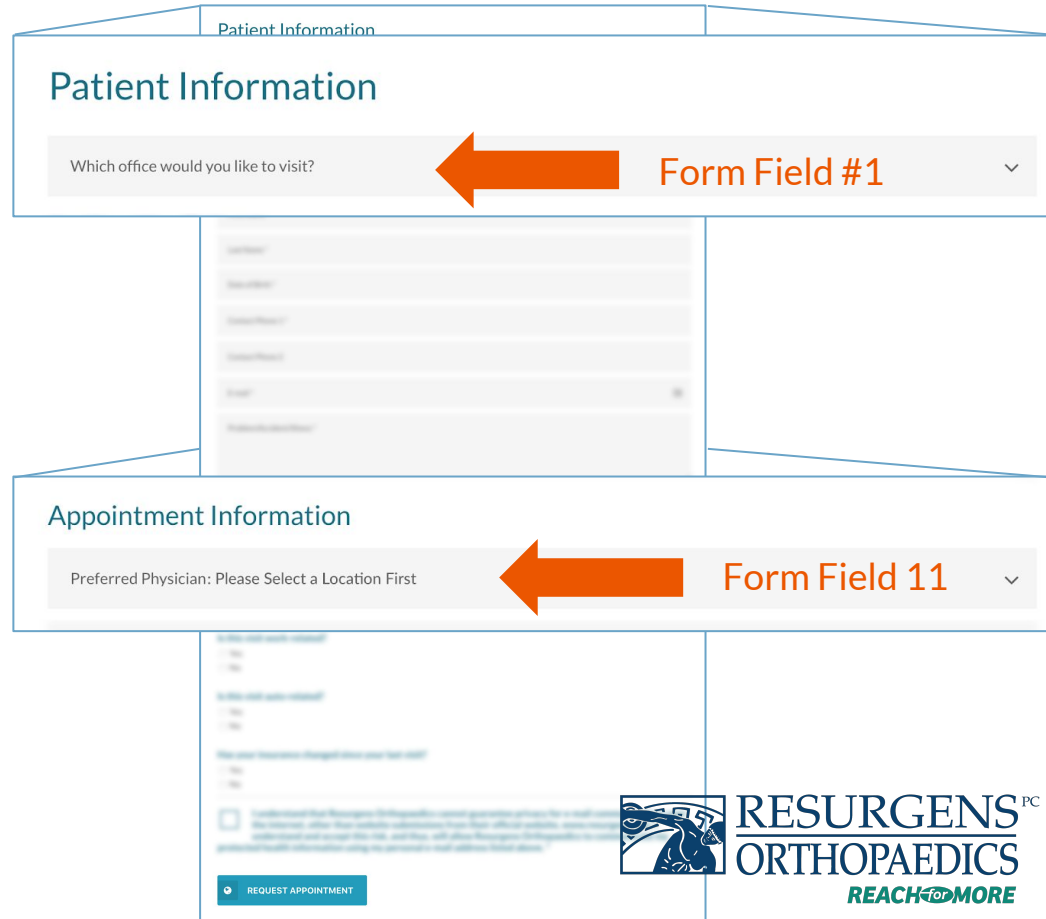


The Observation

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:** Contains a dropdown menu labeled "Which office would you like to visit?" with an orange arrow pointing to it from the label "Form Field #1". Below this are several input fields for name, address, and phone number.
- Appointment Information Section:** Contains a dropdown menu labeled "Preferred Physician: Please Select a Location First" with an orange arrow pointing to it from the label "Form Field 11". Below this are more input fields and a "REQUEST APPOINTMENT" button.

The Resurgens Orthopaedics logo is visible in the bottom right corner, featuring a stylized eagle head and the text "RESURGENS^{PC} ORTHOPAEDICS REACH TO MORE".



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

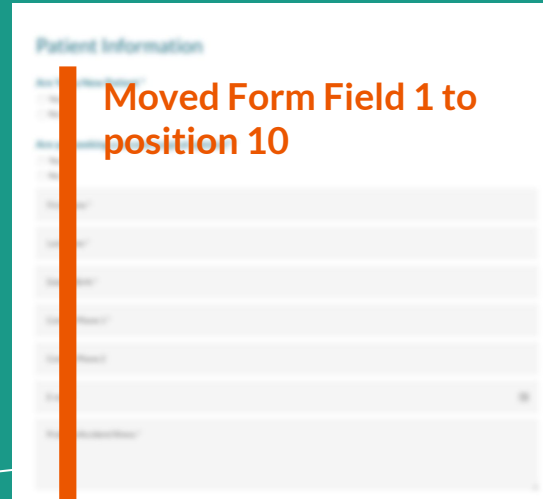
Users who overlook the first question “Which office would you like to visit” are stumped by question eleven, a “Preferred Physician” drop down that they can’t fill out because they haven’t previously selected an office in question one.

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.

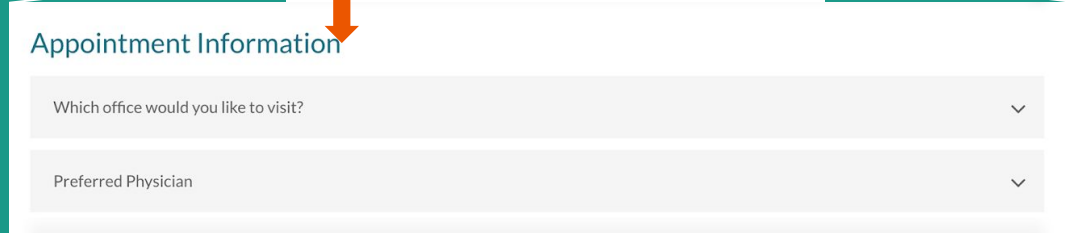


The Experiment

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.



Moved Form Field 1 to position 10





The Results



RESURGENS^{PC}
ORTHOPAEDICS
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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%**



2018 Q1 Results

Conversion Rates
increased from
15.88% to 19.97%,
a **26% increase**.*

*We looked exclusively at high intent traffic sources, paid and organic.

