



**MAKE OPINION**

Market Research made easy



From Clicks to Conversions

# Figma Prototype Insights, Heatmaps, and A/B Testing Strategies

# Conversion Optimization

## A well-optimized landing page

- captures visitors attention
- guides them towards a desired action
- maximize conversion rates

Average conversion for a typical website, across all industries: **9.7%**

Top 10% companies: **3x-5x** higher conversion

## Conversion Optimization is a continuous process

**22%** 

of companies are happy with  
their conversion rates

**52%** 

of companies with Landing Pages  
run tests to improve conversion

**75%** 

business have problems finding  
suitable expertise for optimizing  
landing page copies

## Conversion Optimization

**01**

Have a clear target audience in mind

**02**

Find the right core message for your audience

**03**

Optimize element placement and design

**04**

Streamline content and enhance relevance

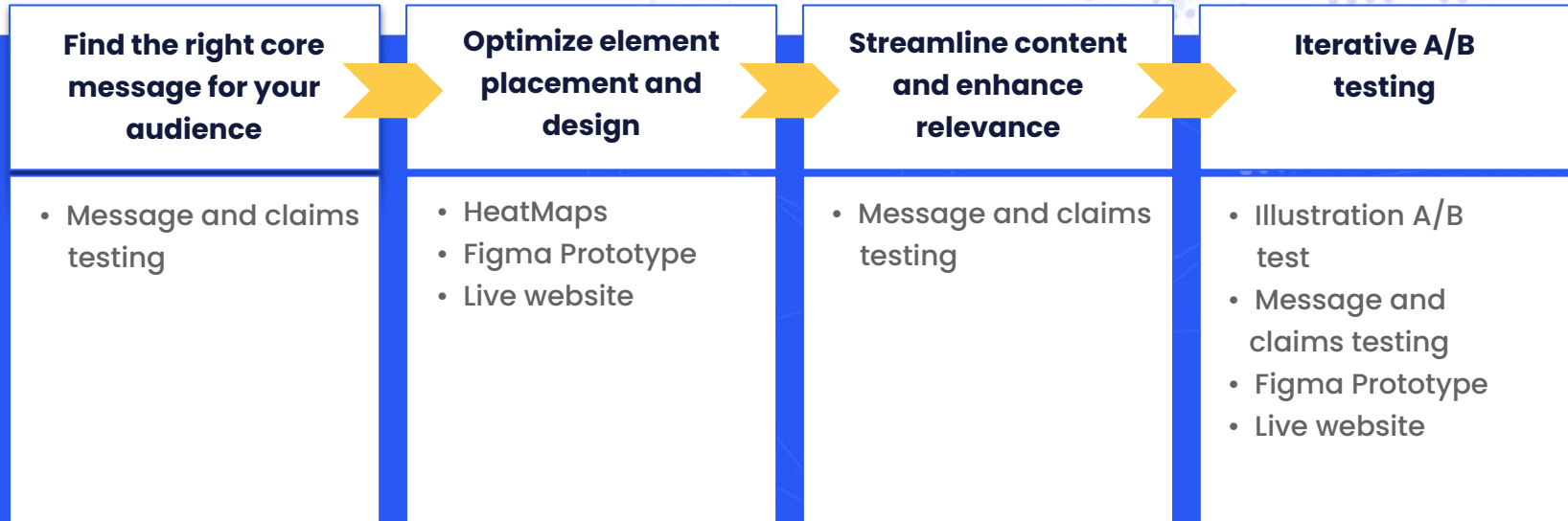
**05**

Iterative A/B testing

## Market Research for Conversion Optimization

**Market Research** can provide information about user behavior and preferences.

**WHY** users prefer a specific copy, layout, illustration, experience.



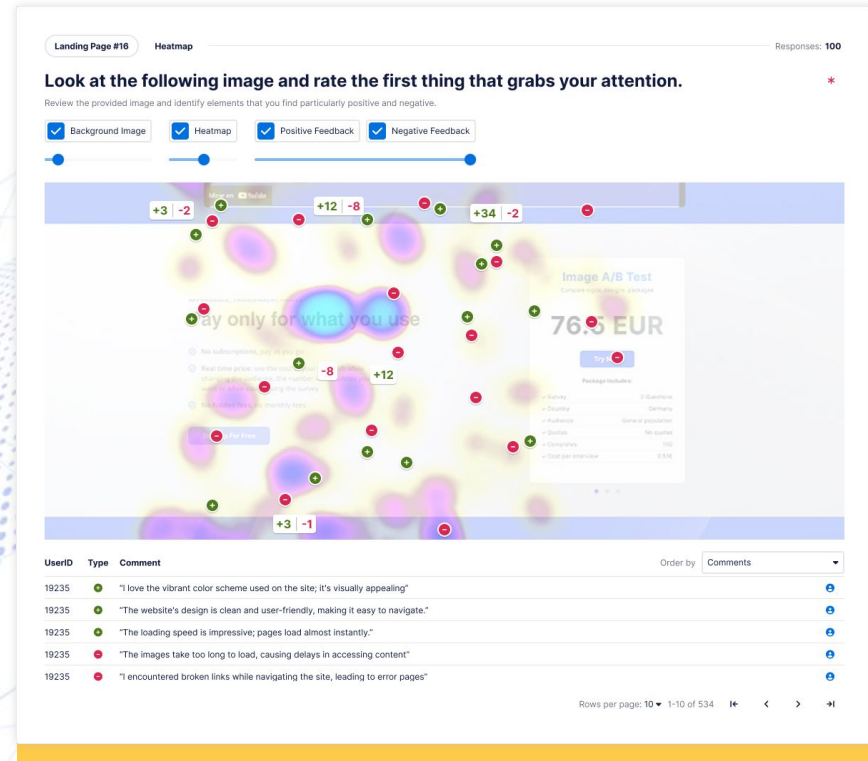
# Click Heatmaps

**48%** marketers build a new landing page for each marketing campaign

**10%** increase in conversion by minimizing distractions

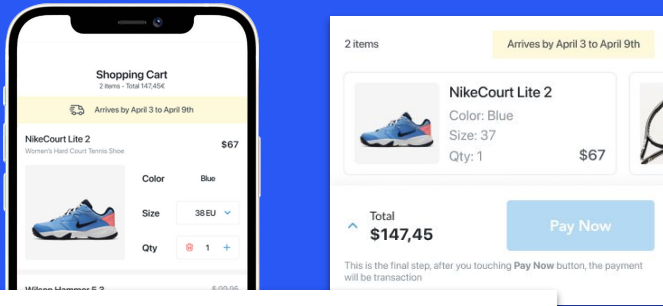
## Heatmaps for User Behavior Analysis

- Show which **areas** of the landing page receive the **most and least attention** from users.
- Help you understand if the **attention areas** are perceived as **positive or negative**
- **Understand** the reasons **why** specific elements, areas are perceived as positive or negative



# **Interactive Figma Prototype Testing Website Testing**





**27%** customers leave their carts due to the length of the checkout process

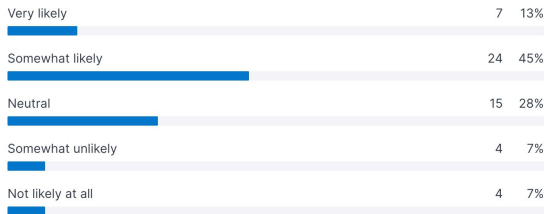
**24%** because they are unable to see the total cost upfront

## Design amazing user experiences with Interactive Figma prototype testing

- Ideal for more complex pages and checkout experience optimization
- Users experience Figma inside the survey with a specific journey
- Understand the experience through follow up Questions
- Understand the **why** behind user preferences

Single Punch Respondents: 54

### How likely are you to purchase this product?



Single Punch

Respondents: 54

### What checkout experience do you prefer?



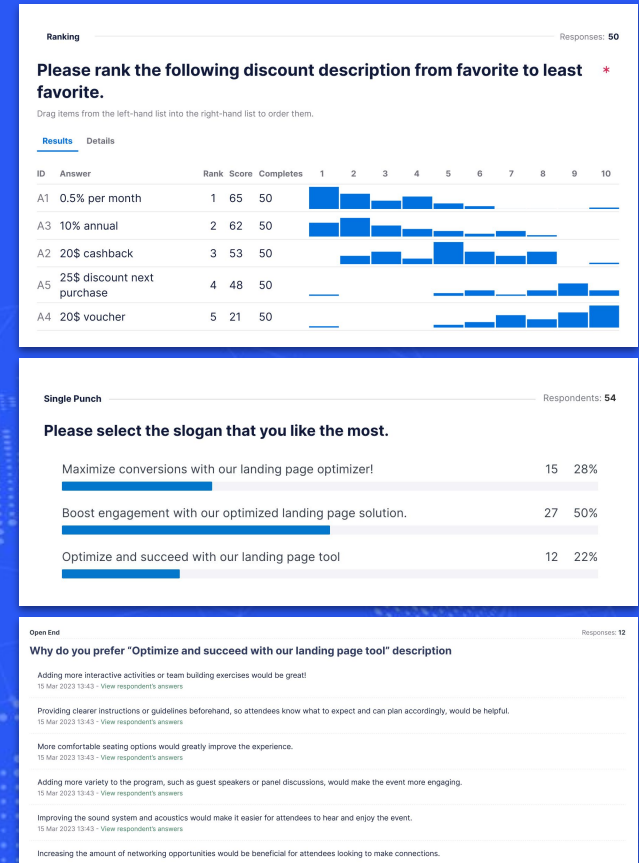
# Content Testing

**90%** of visitors who reported reading headlines also mentioned they read CTA copy.

**80%** of users are more likely to read content that is combined with bold, attention-getting imagery.

## Get the right copy in place

- Landing page headlines
- Product names, benefits for landing pages
- Product descriptions for ecommerce
- Deals description



# Iterative A/B Test surveys to understand **WHY** people prefer one option over another

Illustrations,  
product  
package

Figma  
prototypes

Content

Live  
websites



# Thank You!



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**Referenced sources**

<https://klientboost.com/landing-pages/landing-page-statistics>

<https://baymard.com/lists/cart-abandonment-rate>