



How user experience design can improve marketing performance of a website

Timur Arifulin

Haaga-Helia University of Applied Sciences

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Abstract

Author(s) Timur Arifulin
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<p>This thesis consists of three parts: the project that was developed for the real customer according to the background studies, detailed product creation process and research that showcases effectiveness of the developed product. Main goal of the thesis work is to learn how the user experience design may improve marketing performance of a digital product.</p> <p>Background theory consists of an overview of user experience design, primary components of user experience design, rules of psychology utilised in design, and design frameworks. The thesis then describes the concept of digital marketing, types of digital marketing channels, and the most important digital marketing indicators for determining a marketing effectiveness of a product.</p> <p>The thesis showcases a development process of the product in response to a request from the Finnish immigration company Fintegra Consulting Group Oy LKV. Thesis author created the website by going through all of the user experience design stages, including research, analysing data, designing low fidelity and high fidelity prototypes and conducting usability testing sessions. User interviews and split testing were undertaken as the final stage of the thesis research. The author interviewed seven company's clients to oppose Fintegra's website and the newly developed Finconsult website. Then A/B testing was performed by opposing two websites through digital marketing channels to compare key marketing metrics. The new Finconsult website development project began in November 2020 and was completed in April 2021. The research project began in September 2021 and lasted for four months.</p> <p>In the conclusion part, the author provides key findings and outcomes proving that the Finconsult website developed according to the user experience design framework improved marketing performance of the commissioning company.</p>
Keywords User experience, Digital marketing, A/B testing, Immigration to Finland

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Abbreviations

UX	user experience
UI	user interface
ROI	return on investment
USP	unique selling proposition
MVP	minimum viable product
SEO	search engine optimization
CTR	clickthrough ratio
CTA	call to action
KPI	key performance indicator
NDA	non-disclosure agreement

1. Introduction

Nowadays, the digital industry is rapidly developing. The emergence of new trends, such as artificial intelligence, blockchain, and augmented reality occurs regularly. Many companies strive to adapt to these digital trends in their activities, however, some fundamental points remain unchanged. Building a strong online presence helps to achieve vital business goals. For example, a company's website can increase a company's credibility, entice new potential customers, increase brand awareness, promote products and services by using digital marketing tools and so on.

However, having a website is not enough and sometimes the poorly made website may even have a negative effect. For instance, internet users might leave a website in 10 to 20 seconds if they do not find the information that they were looking for (Nielsen 11 September 2011). This affects website conversion and the overall marketing performance of a website. Design is the first thing that catches the user's eye when entering the website. Consequently, a visually attractive user interface helps to stand out from the competition, meet the high expectations of customers, and share experiences. A website should also be usable and well-functioned to engage and retain users to finally convert them into customers. For this reason, there is a need to use UX/UI design in order to achieve a greater marketing performance of a website.

The research commissioner of the project is Fintegra Consulting Group Oy LKV. Fintegra provides residence permit assistance services for foreigners on various bases, such as employment, family ties, studies, and entrepreneurship in Finland. Moreover, Fintegra is recommended by the government organization Business Finland as a private immigration service provider. The author of the thesis is currently employed at the company as a marketing manager.

Research objectives

First and foremost, the thesis will look at user experience design, the fundamental components of user experience, design psychology, and the most prevalent user experience design frameworks. Then there is a need to understand what the most essential digital marketing metrics are. Third thesis objective is to showcase the user experience design process in the development of the website by emphasising the most important deliverables. Finally, the marketing performance of the two websites must be evaluated in order to understand which one is more effective.

Thesis goals can be described as follows:

- To understand how user experience design can improve the marketing performance of a website by investigating user experience design and digital marketing in theory.
- Present a use case that is process demonstration of developing a website based on the user experience design framework, main components of UX and psychological theories.
- Conduct comparison analysis of two websites, one of which was developed in accordance with the UX design.

Benefits

This thesis project provides the commissioning party with a new integrated website designed following the UX design framework, allowing the company to improve its online presence and marketing effectiveness. Furthermore, the commissioning party will receive comprehensive research of two websites, including marketing indicators.

The author of the thesis will receive hands-on experience in website creation based on UX concepts. Second, the author acquires extensive expertise in creating digital marketing campaigns to comprehend the significance of UX design for the project.

Delimitations

As this study is primarily intended to understand the value of UX design in marketing, this thesis addresses just the most significant components of digital marketing that may potentially intersect with user experience design that helps with website promotion. Moreover, this thesis is presenting the description of the most essential user experience design milestones of the newly developed website Finconsult for commissioning company Fintegra Consulting Group Oy LKV. Furthermore, this thesis is largely focused on user experience design, it will not address website development from a coding standpoint by explaining in detail the processes of transferring the high-fidelity prototype into a fully functional website.

Key concepts

User experience

User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products (Norman & Nielsen 2022).

User experience design

As stated by Soegaard (2018), "User experience design, as its name suggests, is about designing the ideal experience of using a service or product".

Digital marketing

The use of the Internet, mobile devices, social media, search engines, and other platforms to reach customers is known as digital marketing (Barone 2021).

Immigration

The process through which people become permanent residents or citizens of another nation is known as immigration (Parry & Munro 21 May 2013).

Residence permit

A formal document allowing foreigner to reside in a country where he or she was not born (Cambridge dictionary 2022).

2. Theoretical framework

Theoretical framework chapter of the thesis provides general comprehension about the user experience design, main components of user experience design, essential design principles and design frameworks.

2.1. User experience design

The basic principles of UX can be traced back to 4000 B.C. Back then it was referred to as Feng shui which is concerned about creating an optimal, harmonious, or comfortable environment and everything from layout and frame to materials and colors. (Gupta 8 August 2021.) Nowadays, many companies within different industries still rely on the same principles using the term user experience. Cognitive psychologist and writer Don Norman were the first who used the term "user experience" for his Apple Computer team in 1993 (Norman 2013, XIV). In essence, the term user experience refers to all aspects of any interaction between a user and a company merging different industries, such as engineering, marketing, interface design, and so forth (Norman & Nielsen, 2022.)

The goal of user experience is to improve usability by making something easier to use so that the design, its structure, and its function are all obvious to everyone. Term user experience design is about creating an ideal experience of the product or service. As such, it can involve all types of products including physical or digital ones. (Useresting 27 March 2019.) These days, the term UX design is mostly associated with digital products, such as websites and other software applications (Soegaard 2018, Chapter 1).

It is also necessary to understand what constitutes a good user experience design, as it is difficult to give anyone a specific definition of it. As stated by Norman, D. (2013), "Good design is a lot harder to notice than poor design, because good designs fit our needs so well that the design is invisible, serving us without drawing attention to itself. Bad design, screams out its inadequacies, making itself very noticeable." Especially nowadays, when the difference between good and bad design is not as strong as it used to be in the past. Today human engagement with computers and mobile devices has dramatically increased. Users got used to the high-quality user experience provided by industry leaders, such as Apple or Google. These companies have established a very high level of user experience. Thus, every user expects to have a good user experience, and when they don't get it, they have a negative attitude toward the company's product or service, which directly affects the success of the business. (UXprobe bvba 2015.)

Good user experience can positively affect the value of the individual product and even the value of the company on the market. Properly configured user experience can even bring excellent ROI to the company. According to a PWC report (2018), 32% of all unfavorable experiences result in people never returning to that product again. Essentially, when people enjoy a product, they become more loyal to the company that made it. Thus, they can frequently recommend the product to their peers (Puthiyamadam & Reyes, 2018).

For this reason, user experience design should be considered as a very important set of activities for all digital products because frequently it becomes the foundation of the products' success. As a result, the user experience design approach must be included in the early stages of the development process. The next subchapter covers the most important user experience design components and rules.

2.2. User experience design components

Usefulness, desirability, accessibility, credibility, findability, usability, and value are the seven main components of the user experience, which encompass a wide range of smaller categories. These 7 components are also known as the UX Honeycomb that was created by Morville, P. (21 June 2004) and widely used by UX designers. This model is important because it can help to obtain a better grasp of the positive aspects of user experience.

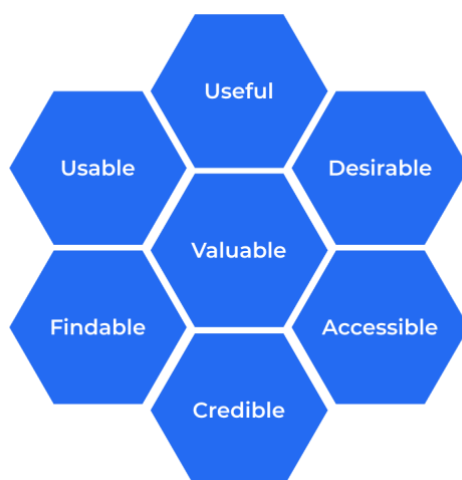


Figure 1. User Experience Honeycomb (adapted from Morville 2004)

Useful

First of all, the product must be somehow needed by the customer. A product can be considered useful if it helps a user in completing a task or reaching a certain goal.

Furthermore, something that may be useful to one user may not be useful to another. (Interaction design foundation s.a. a.)

Desirable

Desirability affects how strong a user wants to use the product. One product that has a higher price will be more desirable than another product with the same functionality but at a lower price because the first product is more premium. For instance, there are two useful products that help the user in achieving their goals in the same way, nevertheless one product is more desirable for the user than another due to certain peculiarities such as those related to pricing or branding. (Interaction design foundation s.a. b.)

Accessible

Accessibility means making pleasant experiences of the product so it can be used by people with different disabilities (Cooper, Reimann, Cronin & Noessel 2014, 399). Moreover, it's also important to remember that designing for accessibility frequently results in goods that are simpler to use for everyone, not just those with disabilities. UX designers must ensure that users enjoy using a product despite their physical impairments even if the product is desirable and helps in goal achievement. Moreover, in certain European countries, accessible design is now a legislative requirement of a product. Thus, if UX designers neglect to include accessibility features in their designs, they may get penalties. (Soegaard 2018, chapter 3.)

Credible

Credibility is a critical factor in a product's perception since the feeling of distrust is difficult to overcome, even if the product has an appealing appearance. Especially these days, when practically any product or service has a plethora of alternatives. As a result, once the product undermines the user's trust, he or she is unlikely to return that product again. The same is true in reverse: if a user trusts the product, he or she can forgive any minor flaws because of their loyalty toward that product. (Interaction design foundation s.a. c.) For this reason, credibility should be given specific consideration when creating the user experience for any product.

Findable

The term findable refers to the idea that all necessary information should be easily and quickly found by the user (Soegaard 2018, chapter 3). The simplicity with which users may locate a piece of content or feature that they believe is available is referred to as findability. Developing a product with good findability is possible by working on information architecture (Cardello 6 July 2014.)

Usable

Usability is the extent to which a product can be used by certain users in certain contexts of use to achieve certain goals with proper efficiency, productivity, and satisfaction (ISO 9241-11. 2018). Usable product or service should be straightforward and easy to use, easy to understand and user flow from start to end should be as short and simple as possible.

Valuable

Ultimately, the product needs to be valuable or bring value to both, users and the company producing the product (Soegaard 2018, chapter 3).

Usable, helpful, available, accessible, trustworthy, valuable, and desired products have a considerably better chance of succeeding in the marketplace. Thus, including all these aspects in the design process certainly boost chances of establishing a brand name as conversion rate rises. In the next chapter, a set of psychological rules is discovered which lead to a positive user experience.

2.3. Design principles

Additionally, UX design is directly related to the laws of human psychology. Science helps professionals to constantly analyze and manage user behavior, including in the field of design. Now, without an understanding of social, behavioral, and cognitive psychology, it is difficult to get a positive user experience and achieve user involvement in the project. Over time, during the analysis of UX design projects by worldwide professionals, certain patterns and principles of design began to be traced. Thus, modern UX design implies the obligatory consideration of these rules. Further, I want to consider some of them.

Aesthetic–Usability Effect

People by their nature are drawn to the beautiful, and rely the judgment based on appeal. Hence, it applies to digital products – the things that look better also work better – even if they don't outperform similar products' ineffectiveness. This observation is based on the principle of aesthetic usability. The aesthetic-usability effect is the tendency for users to perceive attractive products as more useful. In other words, if the design is visually appealing, it will cause a positive emotional response from users and make them more tolerant of usability issues. (Yablonski 2020, 65–67.)

Doherty threshold

With the development of technologies related to access to the Internet, it has been noticed that users have begun to lose tolerance for Internet pages that open for a long time.

This observation has been researched and turned out that the performance of UX design increases when the computer and user interact with a response time of no more than 400 milliseconds. This amount of time ensures that no one waits for each other. In 1982, Walter J. Doherty and Ahrvind J. Thadani published research about required a computer response time of 400 milliseconds, rather than the 2 seconds that had been the previous standard. (Yablonski 2020, 97–99.)

Fitts's Law

This law dictates the observation that often the user is too lazy to move the mouse or finger to an element on the page that is too far from his position at that moment. Because of this, the website loses the engagement of potential customers. Therefore, now UX designers prefer to put CTA buttons in the website header and place it after the product characteristics or service description. Thus, the user is not given much time to think, and he makes an impulsive click on the button, which is more likely to lead to a purchase. This law is based on observations of psychologist Paul Fitts. He was investigating the human motor system showing that the time it takes to move to a goal depends on the distance to it, and at the same time is inversely proportional to its size. According to his law, fast movements and small buttons lead to more errors due to the difficulty of aiming. Although there are many variants of Fitts' law, they all reflect the same idea. Fitts' law is widely applied in the design of user experience and user interface. (Yablonski 2020, 13–21.)

Hick's Law

This law states that a large number of choices complicates the decision-making process. If all the information is presented in one large list, it will take too much time for a user to read it and find what he or she is looking for. And, as previously stated, findability is an important component of UX design. For this reason, a user must spend a minimum amount of time to find what he or she needs. This is where Hicks' law comes into play. Based on it, the designer must find a way to categorize the information. It helps determine the optimal number of options on the site to simplify and speed up user interaction with them. (Yablonski 2020, 23–24.)

Jakob's Law

Internet users spend a lot of time online and all of them already have a vision of what the site should look like. They have expectations from the company page even before they have clicked on the link. According to corresponsive studies, users prefer websites that use familiar patterns that these users have had experience with before. This means designing a website following commonly acknowledged design patterns might make the process of introducing the user to the site easier. This law was first proposed by usability

expert Jakob Nielsen in 2000, and it describes how people build design expectations based on their previous website experience. (Yablonski 2020, 1–4.)

Miller's Law

The main idea of that principle is that a person's short-term memory is limited, thus it is much easier for a person to remember objects if they are grouped into small chunks. When the brain receives more information than it can process, on average it is 7 ± 2 objects, then the brain starts to slow down or even refuse to process the task. This principle perfectly applies to UX design because it allows digital products to be clearer to the users and help them achieve their goals much faster. (Yablonski 2020, 35–37.)

Von Restorff Effect

In 1933, a German doctor, psychologist, and doctoral degree holder Hedwiglda Auguste von Restorff conducted a series of experiments at the University of Berlin, during which she revealed a pattern: a person remembers an object that stands out from a number of homogeneous objects better (Yablonski 2020, 77–79). The effect of isolation in website design is used, for example, by changing the color, size, position, shading, or other visual highlighting techniques. This makes objects not only more visible but also more memorable.

Principle of Proximity

The principle of proximity is claiming that the objects are perceived as a group if they are located close to each. In interface design, the principle of proximity can be applied to the navigation of related visual information, as well as lists and body text. This method structures the design and reinforces the visual hierarchy. Moreover, it has a good impact on visual communication and user experience if applied effectively. (Harley 2 August 2020.)

Hierarchy principle

The hierarchy principle helps designers to arrange all information in a consistent order of significance to make it easier for users to understand (Lowdermilk 2013, chapter 7). It's critical to have order in the interface because when everything competes for attention, it feels noisy and chaotic, like one giant wall of information with no way of knowing what's important (Schoger & Wathan 2018, 36).

Behavioral and cognitive psychology research offers designers a plethora of knowledge that is helpful for building human-centered user experiences. Designers who understand psychological theories along with principles of visual design and incorporate these principles and theories into the design process can eventually develop better user

experiences. In the following chapter, the most traditional design processes or frameworks are explained in detail.

2.4. User experience design frameworks

Most user experience designers follow a certain approach known as a framework from the first concept to the final launch of a product. A framework is similar to an outline for a project establishing the fundamental structure that focuses and supports the problem designer is trying to solve. There are several UX design frameworks. This chapter explains the most common user experience design frameworks, such as the design thinking and the five elements of UX design.

2.4.1. Five elements framework

Jesse James Garrett divides User Experience into five structural planes that are interrelated in his book *The Elements of User Experience User-Centred Design for the Web and Beyond*. The five UX design elements is a framework of processes that a designer takes to transform a concept into a functional product. These five elements are strategy, scope, structure, skeleton, and surface represented as a layered graph. The purpose of this framework is to go from abstract goals to more specific design solutions.

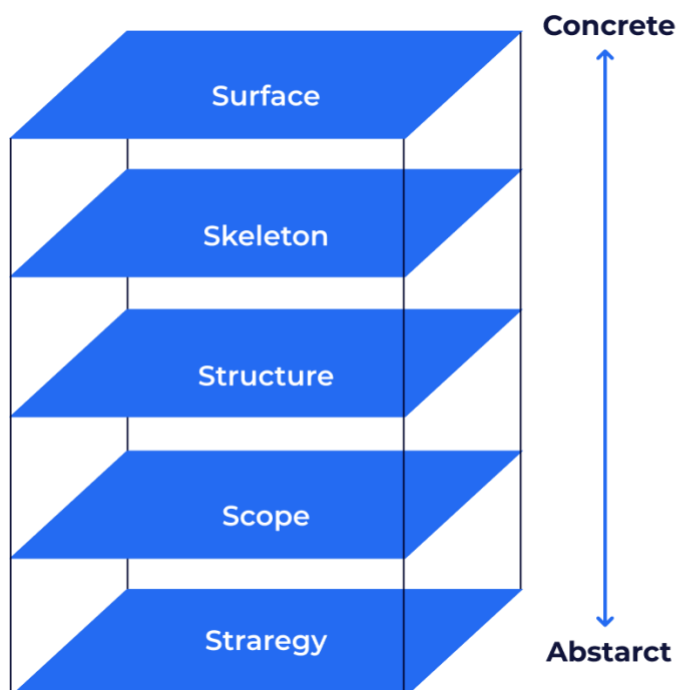


Figure 2. Five UX planes (adapted from Garrett 2011)

Strategy plane

Strategy plane is the starting point for this framework of user experience design process. The product purpose is defined at this stage, which includes identifying a few essential

elements such as business goals, brand identity perception, success measurements and indicators, user needs, and target audience (Garrett 2011, 36.)

Scope plane

The next step is to explicitly transform strategy plane into scope plane that means creation of the specific requirements that answer user needs (Garrett 2011, 57).

Structure plane

The third plane is structure. At this plane is to transform everything retrieved from previous two planes into tangible aspects that will affect what users ultimately encounter. (Garrett 2011, 80.)

Skeleton plane

The skeleton plane determines the more detailed appearance and relationships of different components within the product also known as interface design (Garrett 2011, 108).

Surface plane

Surface plane is primarily concerned with visual design with which it is possible to drive more attention to particular blocks of information (Garrett 2011, 134).

2.4.2. Design thinking framework

There is also another design framework that many designers prefer to use nowadays. This framework is referred to as Design Thinking. This is a human-centered approach to problem-solving in a novel and creative manner that has been utilized by many industry leaders, such as Apple, Google, Samsung, and General Electric (Interaction design foundation s.a. d). One of the first definitions of the design thinking framework was presented by Brown, T. (2009, 18), "The process may alternatively be seen as a network of overlapping areas rather than a series of sequential steps: inspiration, ideation, and implementation". Brown's model was slightly modified later by the Hasso-Plattner Institute of Design at Stanford, which included phases Empathize, Define, Ideate, Prototype, and Test (Friis Dam 2021). Their definition is still the most widely used when it comes to framing Design thinking.



Figure 3. Design Thinking Framework (adapted from Coursera 2020)

Empathise

Empathy is essential for the designing process, because at this stage a designer can understand the users' needs by directly interacting with them (Hall 2013, 76–77).

Empathy is the ability to understand and identify with the context, emotions, goals, and motivations of another person. Empathy occurs when the designer attempts to live out all the feelings that the user is experiencing to find a solution to a particular problem and improve their life in general (Gibbons 2021). Without the empathy stage, it will be almost impossible to create a product that is valuable, useful, credible, and desirable to the end-user.

Define

The next step, after all the insights were gathered through the empathy with the user, there is a need to determine what specific problems must be solved. The point of this step is to formulate a specific question for further work. It is important to formulate key observations and proceed them into the next stage of the Design Thinking process. (Interaction design foundation s.a. d.)

Ideate

The ideation phase begins after discovering a user's problem and determining problems to be solved. The design team explore ideas that are creative and unusual and that are not limited or controlled by rules. There are many different techniques that can be used for generating ideas, such as brainstorming or brainwriting. (Interaction design foundation s.a. d.)

Prototype

The main idea of a prototype is to demonstrate an early version of the product. After completing this phase, the design team has a deeper understanding of the product's restrictions and issues, as well as a clearer picture of how real users would behave, think, and feel while engaging with the finished product. (Interaction design foundation s.a. d.)

Test

Eventually, designers ran the prototypes through user testing in order to find out what features should be improved. It is even possible to make improvements based on customer feedback during this stage. (Friis Dam 2021.) Usability testing is one method of prototype testing that can be used. The basic idea is to take two people. A facilitator is a person who leads the testing process by asking additional questions and recording observations. A participant is a person who executes the tasks provided by the facilitator. (Moran, K. 1 December 2019.)

The most crucial aspect of the Design Thinking framework is its attractiveness, flexibility, and centred on collaboration between designers and users, with a focus on bringing ideas to life based on how real people think, feel, and behave (Friis Dam 2021). However, sometimes traditional UX frameworks do not perform well once product development is carried out in short spurts because there is not enough time to deliver user experience in the same time frame. For this reason, many designers rely on the Lean UX technique.

2.4.3. Lean UX framework

Lean UX is a designing framework that helps to develop products in short release cycles. The primary distinction between Lean UX and the Design Thinking Framework and the Five Elements Framework is that Lean UX considers the product software development process as well. Lean UX is built on three pillars. The first one is design thinking mentioned in the previous chapter. Design thinking approaches issue solving from a solution-focused perspective, working together to iterate an unending, moving route toward perfection that helps to achieve product goals through specialised ideation, prototyping, execution, and learning phases. (Gothelf & Seiden 2013, 4–7.)

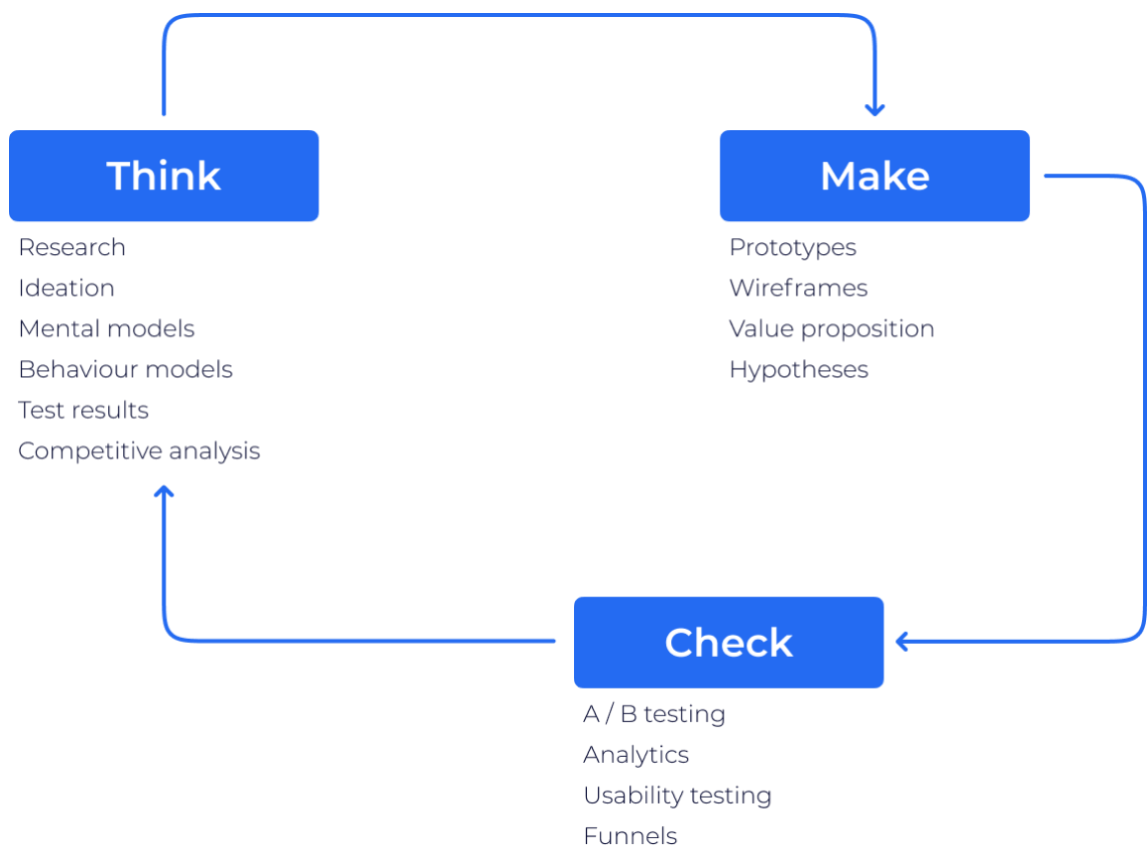


Figure 4. Lean UX Cycle (adapted from Plainconcepts 2021)

The second pillar of Lean UX is Agile software development philosophy. Agile is a collection of strategies and processes that assists development teams in thinking more

effectively, working more efficiently, and making better decisions. These approaches and procedures include every aspect of conventional software engineering, such as project management, software design and architecture, and process improvement. Each of those approaches and methodologies comprises practises that have been reduced and optimised to make them as simple to implement as feasible. (Stellmanm & Greenem 2015, 2.) Lean UX employs four key Agile concepts: individuals and interactions above procedures and tools, working software trumps detailed documentation, customer participation overweighs contract negotiation, and adapting to change trumps sticking to a plan. Finally, Lean Start-up approach is the third basis of Lean UX. Lean Start-up employs a feedback loop known as "build-measure-learn" to reduce project risk and get teams developing and learning rapidly. Teams create minimum viable products and deploy them rapidly to begin the learning process as soon as feasible. (Gothelf & Seiden 2013, 7.)

Lean UX combines the greatest interface design principles with the scientific method to produce products that are simple to use, visually appealing, and measurable in their success. This strategy, which combines the ideals underlying Lean Start-up, Agile software development, and design thinking, removes the bloat and ambiguity from product design and pushes it toward an objectively grounded solution. Nevertheless, there is a need to attract users to ensure product growth, especially a digital one, such as a website or application. For this reason, it is essential to utilise digital marketing tools, which can help promote the product and measure its performance from a financial point of view. These marketing tools are described in the following chapter.

3. Digital marketing

This chapter covers the definition of digital marketing, different types of digital marketing channels, and the most essential digital marketing metrics that assist in measuring the marketing performance of a website.

3.1. Digital marketing definition

How did Marketing become an integral part of modern business? The big jump in the development of Marketing came in the 90s. The operand of the new phenomenon as the Internet gave people a virtual representation of the world, capable of raising the quality of their lives at times. People eagerly began to discover new advantages of lightning-fast information exchange, as well as buying and selling. Doing business via the Internet has become so effective that the profits of marketing departments have increased significantly, as the radius of exposure to advertisements has expanded.

This is how marketing began to digitalize, resulting in the emergence of new communication channels. According to Investopedia (2021) the use of the Internet, mobile devices, social media, search engines, and other platforms to reach consumers is known as digital marketing. In comparison to traditional marketing, some marketing experts believe digital marketing to be a whole new endeavor that necessitates a fresh approach to clients and a new understanding of how customers behave (Barone 21 November 2021).

Despite the fact that Digital Marketing is much more effective than Traditional Marketing, one cannot completely replace the other. The combination of both with interchanging roles across the customer path continues to bring the best result. For example, as the customer is exposed, the customer begins to need a closer relationship with the brand. In building and maintaining the relationship between the brand and the buyer, Digital Marketing (social networks, media, etc.) works best. Since digital marketing is more accountable than traditional marketing, its focus is to drive results whereas traditional marketing's focus is on initiating customer interaction. (Kotler, Kartajaya & Setiawan 2016, 36.)

Marketing is based on a set of key variables put together by the company to satisfy the target audience. This set is called the marketing mix. The marketing mix consists of the four Ps, which encompasses Product, Place, Promotion, and Price. These are the 4 main areas of the marketing mix. (Perreault Jr., Cannon & McCarthy 2005, 34–58.)

Product

First “P” represents the marketing goal - to sell a product or a service. Anything that may be provided to a market for attention, acquisition, use, or consumption to satisfy a want or need is referred to as a product: physical goods, services, people, locations, organizations, and ideas. The term "service" refers to activities, benefits, or satisfactions that are for sale. (Kotler, Wong, Saunders & Armstrong 2004, 539.) From a digital standpoint, both can be sold online and may be a part of a digital marketing mix. For instance, a website can represent a product or brand. The brand itself is “a name, term, design, symbol or any other feature that identifies one seller’s goods or service as distinct from those of other sellers” (American marketing association 2022). Thus, a brand can create a product or service and sell it online on its website.

There must be mentioned a few curious features about the product establishment behavior. Often, with the successful conquest of a market sector, companies decide to expand the range. Then new products under the same brand begin to appear. For example, new flavors, shapes, colors, components, or package sizes. This behavior is called a brand extension strategy. It refers to any attempt to use a successful brand name for new modified products in a new category. There is also a multi-branding strategy. It allows companies to create multiple brands, ostensibly unrelated in the same product category. This helps protect the core brand from the risk of new product launch failures that may not be as successful. Creating a new brand differs from multibranding in the sense that companies are more likely to develop a new brand to differentiate a new product, whether it is launched into an existing or new product category. (Kotler, Wong, Saunders & Armstrong 2004, 564–568.)

Price

The second “P” refers to pricing. Price is the amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service. Price is merely one of the marketing-mix elements, it employs to achieve its marketing objectives. Price considerations must be linked with product design, distribution, and promotion decisions to establish a consistent and effective marketing campaign. Its considerations may be influenced by decisions made for other marketing-mix elements. The pay amount must consider the kind of competition in the target market and the cost of the whole marketing mix. (Perreault Jr., Cannon & McCarthy 2014, 38.)

Place

The “Place” is concerned with all the decisions that must be made to bring the product to the target market. A product is not very useful to a consumer if it is not available when and where it is needed. A product is delivered to clients through a distribution channel. A distribution channel is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or industrial user (Kotler, Wong, Saunders & Armstrong 2004, 585). A short distribution channel can sometimes run directly from a producer to a final user or consumer. This is a regular occurrence in corporate marketplaces and service marketing. When a marketing manager has multiple target markets, various distribution channels may be required. (Perreault Jr., Cannon & McCarthy 2014, 37.)

Promotion

The last “P” is Promotion, which is concerned with informing the target market or others in the distribution chain about the product. Promotion is sometimes aimed at attracting new clients, and other times it is aimed at keeping existing customers (Perreault Jr., Cannon & McCarthy 2014, 38). Advertising, personal selling, sales promotion, public relations, and direct marketing techniques are all part of a company's marketing promotion mix (Kotler, Wong, Saunders & Armstrong 2004, 719).

Marketing has evolved dramatically in recent years. Channels that were effective in the past may not be as effective in today's market, which is full of options provided by the Internet. The next thesis chapter covers the most essential digital marketing channels for promotion.

3.2. Digital marketing channels

Digital marketing channels are paths using which companies can communicate with their target audience providing information about the brand, product, or service. Digital marketing channels allow businesses to meet objectives that are related to generating more leads, increasing brand awareness, enhancing conversions, and so forth. The achievement of the described goals is realised through using search engine optimisation, paid search, display advertising and social media marketing. This chapter provides a brief description of these channels, used in the practical part of the thesis.

Search engine optimization

SEO is an abbreviation for search engine optimization, which is a collection of practices aimed at improving the visibility and position of web pages in organic search results.

Because organic search is the most common way for individuals to locate and access online information, an effective SEO strategy is essential for enhancing the website's quality and the number of visits. (Moz.com 2022)

Small and medium business websites get traffic from organic search results. The higher the position of a web resource in search engines, the more people visit it. Without the use of search engine optimization, even the highest quality website will be useless: if search engines do not see the content, its existence is meaningless.

Paid search

Paid search stands in stark contrast to organic promotion achieved through effective usage of search engine optimization. Paid search is defined as when advertisers pay search engines to promote their promoted web page to display it above competitors' websites. (Techopedia s.a.)

Display advertising

Display advertising are advertisements that appear on articles, videos, or websites that people visit. For instance, Google Ads allows advertisers to display adverts on the Google Display Network, which consists of over two million websites that reach over 90% of internet users globally. Users can determine where and when their ads display on the Google Display Network based on attributes of the target audience, such as their interests, age, or gender. (Google Ads s.a.)

Social media marketing

People spend their time not only on websites and search engines. The modern lifestyle of a modern person includes a significant amount of time spent on social networks. People communicate there with friends, relatives, colleagues, and acquaintances. That is why it is an ideal platform for advertisers to promote their goods and services. The use of social media to sell a company's products and services is referred to as social media marketing. Marketing integrations are seamlessly integrated into social media feeds according to user preferences and inputs.

Social media marketing allows businesses to engage with existing customers and reach new ones while promoting their desired culture, mission, or tone. Marketers also may measure the performance of their efforts using data analytics tools designed specifically for social media marketing. (Hayes 29 July 2021.) For instance, Facebook's tools, such as Facebook, Instagram, Messenger, and Facebook Audience Network, allow users to find new businesses (Meta for business s.a.) Ad types include pictures, movies, multiple

images, immediate experiences, and collections. Facebook advertisements are targeted to users based on their location, demographics, and profile information (Patel 2022).

All described digital marketing channels can be used alone or as part of a larger digital marketing effort by businesses to reach all the desired outcomes. Using a variety of digital marketing channels can be more beneficial because people use a variety of social media, websites, platforms, and devices. Furthermore, what works for one brand may not work for another brand. For this reason, the most favorable approach is utilizing several digital marketing channels and tracking key metrics that measure marketing performance.

4. Project development

This chapter provides a description of the user experience design for the developed Finconsult website. This chapter reviews the most essential parts of the project including project's background, designing process, information gathers methods and analysing, wireframing and implantation of the minimum viable product.

4.1. Project background

Fintegra Consulting Group Oy LKV provides consultancy services to support immigration process for highly skilled specialists and foreign entrepreneurs interested in doing business in Finland (Businessfinland 2022). Moreover, since 2016 the company offers expert assistance and advice on applications and situations related to immigration and residence permits on various basis.

For the last 5 years the author of the thesis has been working at Fintegra company as a marketing manager paired with responsibility in delivering end-to-end UX/UI design solutions for Fintegra and their customers. In 2018, the first attempt to redesign Fintegra website was made. Old website used the MODX and served the company for a long time, fully recouping the cost of creation. MODX is the ultimate digital experience platform that combines the features of open-source content management systems, programming frameworks, and managed cloud hosting (Modx.com 2022). However, due to content management system vulnerabilities and lack of technical support, the resource was damaged by viruses. Restoring it incurred costs comparable to developing a new website. In addition, the website required a redesign because it looked visually unattractive, did not meet user needs and was unpleasant to use.

Fintegra hired an outsourced development team which included creating new design mock-ups, optimising content for better search engine performance, frontend, and backend development, implementing WordPress content management system and finally increasing the link profile of the website. Moreover, the process of increasing Fintegra's digital presence started concurrently with the website's redesign. At the end of the common efforts, the company had a new redesigned website and social media accounts. Subsequently these social media were used as digital marketing channels to reach new potential customers online. The English version of the updated Fintegra website can be found by following this URL: <https://fintegra.fi/en/>

By the end of the first quarter of 2019 detailed analysis was conducted on Fintegra's marketing efforts to measure how many customers came from each marketing channel

and how much resources were spent. According to this analysis, most customers reached the company's website through organic search. Other digital marketing channels, such as Google paid search ads and Facebook targeting campaigns, produced dismal results at great expense. For this reason, it was decided to conduct research that included interviews with company stakeholders to identify any pain points that they were experiencing with the new redesigned website. In March 2020 examining the faults of the old website started. After initial research it was determined that a redesigned version of the Fintegra website was implemented based on blue-sky concepts because mock-ups were designed according to the desires and preferences of the company owner. The website was created without any usability testing and user research. Due to the website's strong ranking in search engine result pages, it was decided not to undergo another redesign after extensive discussion with the company's board of directors. There was a risk to harm search engine optimization of the website that would lead to decreasing of website organic traffic from search engines. Outcome was to launch a new website called Finconsult that would become a multi-brand competitor. The key difference between the Finconsult website and the Fintegra website was to use the user experience design framework in the Finconsult website development process.

4.2. Design process

Design process for the Finconsult project was based on a combination of Design thinking with Lean UX frameworks. It was decided not to use the Five elements framework, described in theoretical framework, as it is not as flexible as Design thinking and Lean UX. Lean UX allowed to easily integrate into the front-end developers' agile workflow to rapidly deliver designs that could be tested with the users and adjust mock-ups after receiving feedback. Whereas the Design Thinking framework allowed the team to be more human-centred while designing the new website.

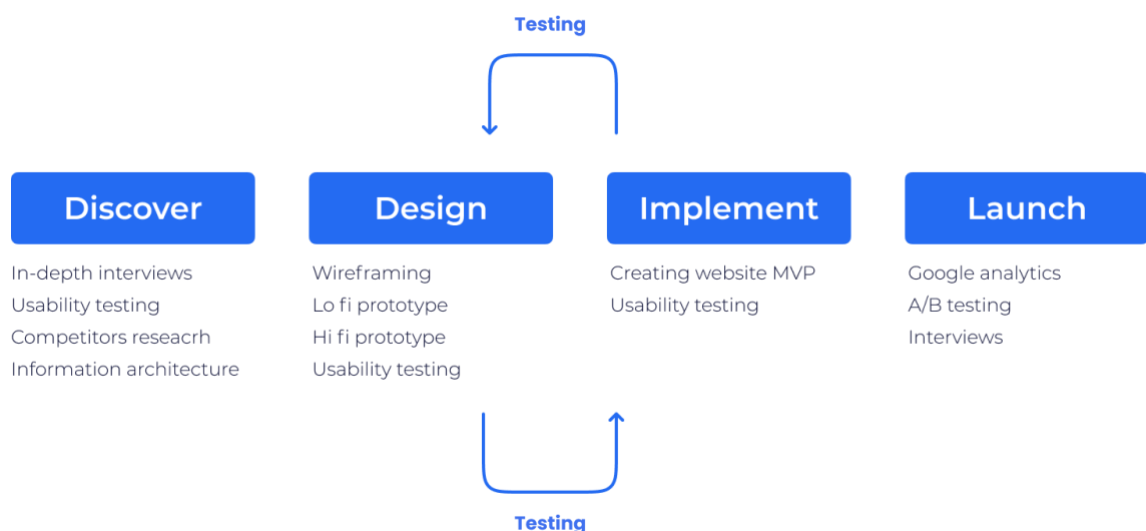


Figure 5. Design process of the Finconsult website

At the beginning, the thesis author started from researching old website to define main drawbacks followed by an ideate phase where all gathered insights were transformed to future website content and navigation. After ideation all insights had to be validated with the users to conduct low fidelity prototype, then test and create high fidelity prototype that had to be delivered to the development team. Finally, during the test phase users were conducting usability tests to measure the success of the project performed. Moreover, there were added constant iterations through the entire project that were referred to as release iteration, design iteration and UX iteration. The figure below represents the design workflow of the new website project for Fintegra company.

4.3. Gathering insights

In total there were 3 methods of gathering insights that included in-depth interviews, usability testing sessions and analysis of competitors companies. Gathering phase started in November 2020 and lasted for two months.

Interviews

Main method of gathering data was individual in-depth interviews with the company's stakeholders. These in-depth interview questions primarily drew on the foundation of the UX honeycomb described previously in the theoretical framework part. These interviews were mainly conducted with Fintegra's managers and customers who received Finnish residence permits on various bases. In total there were 15 conducted interviews, each interview took about 45 minutes on average, in total 7 questions were asked. Format of the interview was a combination of a structured interview featuring a predetermined set of questions and unstructured interview in the form of open-ended questions based on a project topic.

The main goal of interviews was to get interviewees' opinions on difficulties they confront using old website, their needs, and motivations towards Finland as an immigration destination. Most interviews were held by Zoom, recorded, and transcribed for further analysis. Due to the busy schedule of the interviewees, it was required that we be more flexible with gathering methods. For instance, someone did not have an available time to sit and go through all the questions. For this reason, it was decided to simply send them the questionnaire and have them fill out their responses themselves. The questionnaire was the same list of questions that were asked orally at the interview. A total of ten interviews were performed, with five customers providing written responses answering questionnaire. The questions of the interviews in the planning phase and the questionnaire that was an alternative to the interview can be viewed in the Appendix 5.

Usability testing

Usability testing was performed on existing users which are part of the target audience to identify website compliance with user experience design components, such as usefulness, desirability, accessibility, credibility, findability, and usability. Preparation for the usability test was configured in the Lookback platform. Author of the thesis performed the role of a facilitator. Usability testing participants received a link to the website and list task lists before the meeting. Six usability testing session was conducted with the user individually and lasted about an hour. During the testing, participants performed several tasks. After completing the set of tasks that was determined in advance by the facilitator together with the key stakeholders of the company, users were asked to fill 10-element questionnaire on the Likert scale, which is also known as System Usability Scale. System Usability Scale was created by John Brook in 1986 to measure the usability of electronic office systems, but the scale is now applied to a wide range of resources and tools (Usability.gov s.a.)

Usability testing helped to identify and describe problems of Fintegra's website navigation, visual design and interface elements, text and visual content and user flow to conversion. Following the usability testing, the thesis author obtained data that would help in increasing the number of conversions, receiving feedback from users, and discovering new insights that would be used for Finconsult website development.

Competitive analysis

When interviews and usability testing sessions were completed, it was decided to rely on a data-driven approach and research Fintegra's global competitors in order to compare interaction experiences and collect the best user interface design practices. The figure below represents benefits and drawbacks of each competitor's website.

Affinity diagram was used to synthesise everything after collecting all insights from transcribed interview recordings, usability tests and competitors' research. Furthermore, these insights were sorted and grouped under common topics representing website navigation, content, visual design references, user interactions and layout structures. At the beginning of June 2020, the data analysis process was completed. The affinity diagram that shows the summary of all the findings can be found in the Appendix 8.

4.4. Navigation structure

Website's navigation structure has a huge impact on good user experience. Website structure refers to how a website is organised and how webpages are interlinked. Logical

website structure makes it easier for users and search engines to access and browse information, enhancing conversions and supporting SEO (Pecánek 2 February 2021). In usability surveys, users commonly criticise Fintegra's difficult website navigation. If users cannot find what they were searching for on the website, they probably leave it. Websites should be designed so that users can find what they want with the fewest number of clicks (King 2008, 119.) Well thought out website navigation directly corresponds to Findability components of the UX Honeycomb. Moreover, affinity mapping insights were taken as a basis during website navigation creation because it was important to use useful information from customers' point of view. Following figure represents elaborated website navigation for Finconsult website.

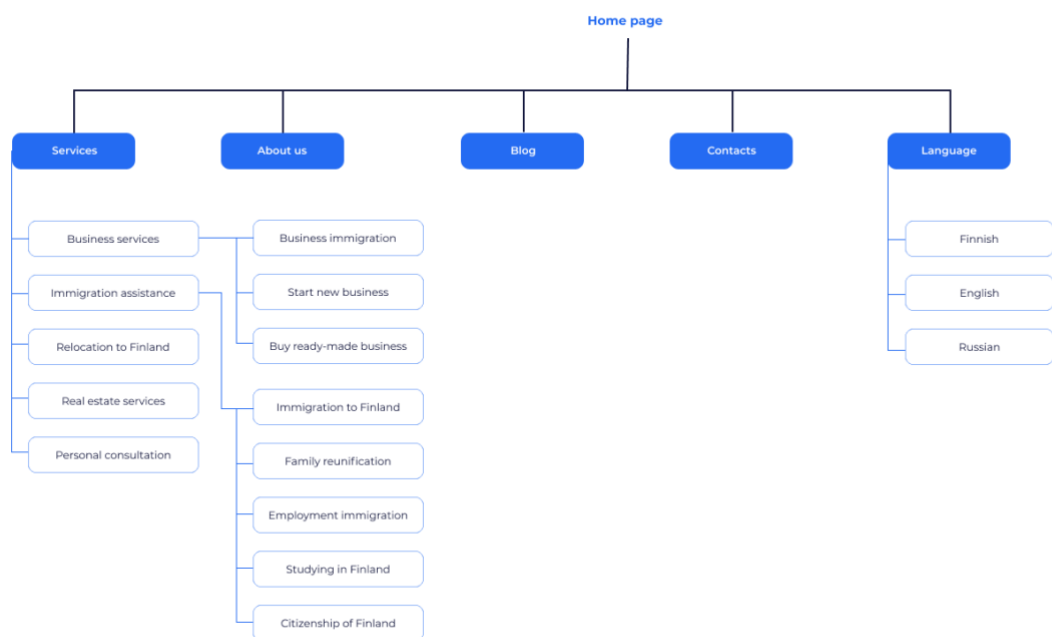


Figure 6. Navigation structure of the Finconsult website

Ultimately, Finconsult's website navigation is a combination of all methods that were used during research. It was decided to simplify the website's navigation structure. The website structure was redesigned so navigation was divided into 5 main nodes: Services, About us, Blog, Contacts and Language.

4.5. Wireframing

Following a comprehensive evaluation of the ideating and defining phases, the author of the thesis started creating wireframes that were responsible for setting up and positioning website components, such as text blocks, static images, videos, buttons, forms, and icons. Main purpose of arranging elements and content for wireframe design is to create a user-friendly environment with familiar navigation and layout structure to ensure that

website users can achieve their goals in a timely and effective manner. Throughout the entire process the wireframes were reviewed by the company's stakeholders to make necessary changes in website components positioning. Wireframing process started with developing the low-fidelity prototype using vector graphics editor and prototyping tool Figma.

4.5.1. Low fidelity prototype

It was determined that all website pages should have a similar design layout, with certain variations based on the content. Website layout is based on a 12-column grid system. This is a great way to simplify layout decisions and can bring a satisfying sense of order to the designs (Schoger & Wathan 2018, 84). Each website landing page adheres to a similar structure that contains header, hero block, few content blocks, contact form and footer so that users could easily navigate on the website recognizing common patterns. Website header contains navigation menu, company's logo, and call to action button. Furthermore, based on Hick's law, it was decided to add fewer options to the website's menu, making the website navigation simpler. The hero block contains h1 tag, a short description, a call-to-action button that stands for filling a contact application form, breadcrumbs navigation and image representing the topic of the current website page. Content blocks consist mainly of text that was refined and shortened to keep only the most important information that corresponds to the Finnish immigration laws to make content more credible and valuable so that users could find answers to their question even before filling contact form. Additionally, owing to Miller's law, information pieces are integrated into groups with no more than 7 items in each group. Low fidelity prototype versions for desktop devices and for smartphones were drawn on iPad by using Procreate application. In mobile version prototype the distance was reduced between the content area and the associated button to improve performance and minimise user movement. Moreover, interactive buttons were made so it would be more convenient for users to touch them. In more detail there is a possibility to see in the following screenshot figure of the Procreate application, that was used to develop and elaborate the low-fidelity prototype for the Finconsult website.

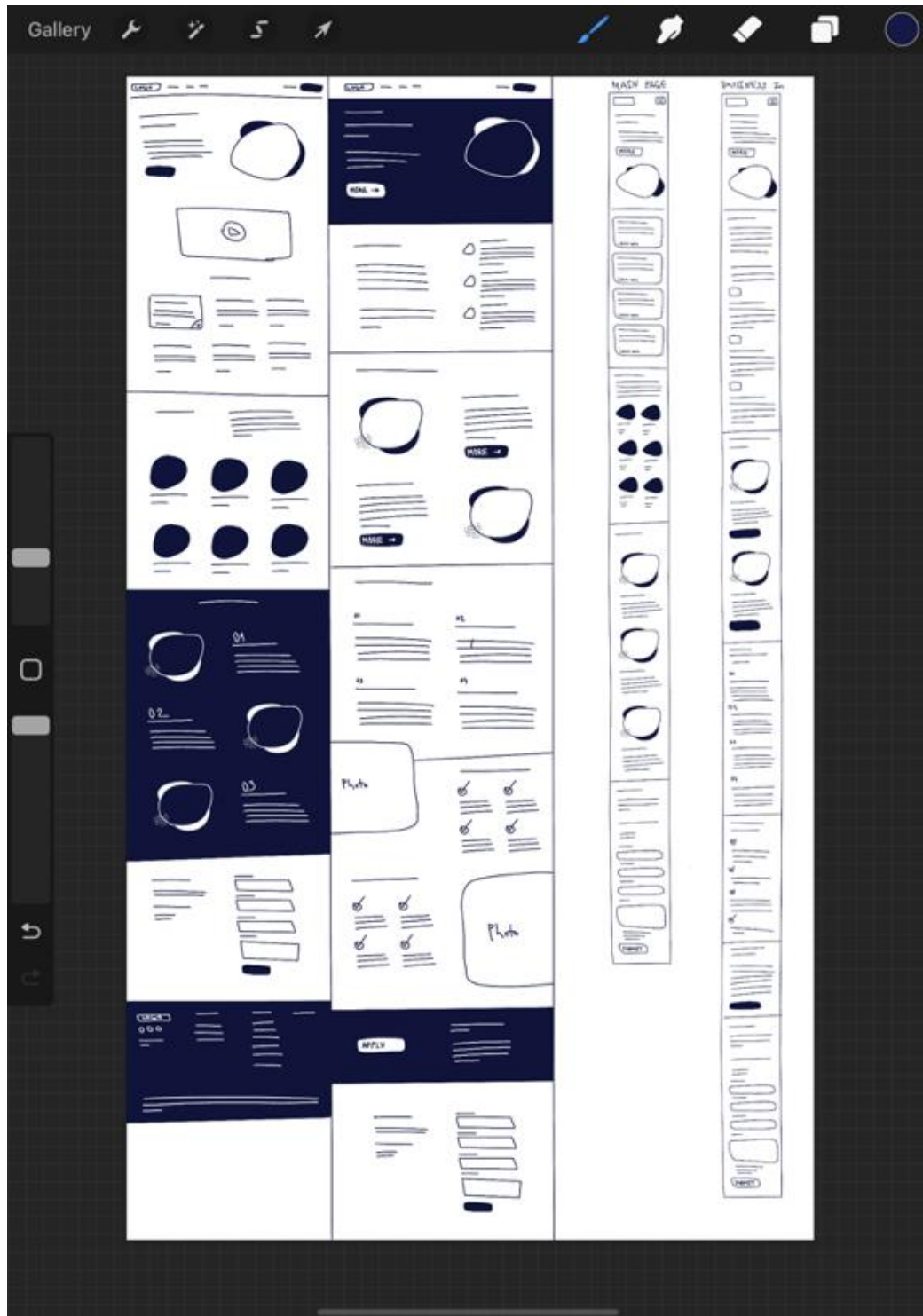


Figure 7. Procreate screenshot of the Finconsult low-fidelity prototype

Once the low fidelity prototype was ready there were usability testing sessions conducted with users to make necessary improvements. These usability tests session was conducted with same six users that were doing test during research phase. The usability test plan and tasks persons had to carry out for both low-fidelity prototype high-fidelity prototype can be found in the Appendix 6 following by the questionnaire users answered after the usability test in the Appendix 7. Summary of the results and list of changes can be found in the Appendix 9.

4.5.2. High fidelity prototype

Following usability testing of the low fidelity prototype it was agreed to use branding colors that the website should be clean, aesthetic, and be associated with Finland. Moreover, a contrast checker was used to check the contrast ratio of the foreground and background colors because WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for accessibility reasons (Web AIM 2022). The color pallet included blue #246BF2 as a primary color to focus primary design elements and light grey #F0F1F6 as a secondary color to use it on less important elements. Dark blue #10143A was used for text. Montserrat font family was used for headings and body text. Full version of the Finconsult high fidelity prototype can be viewed in the Appendix 1.

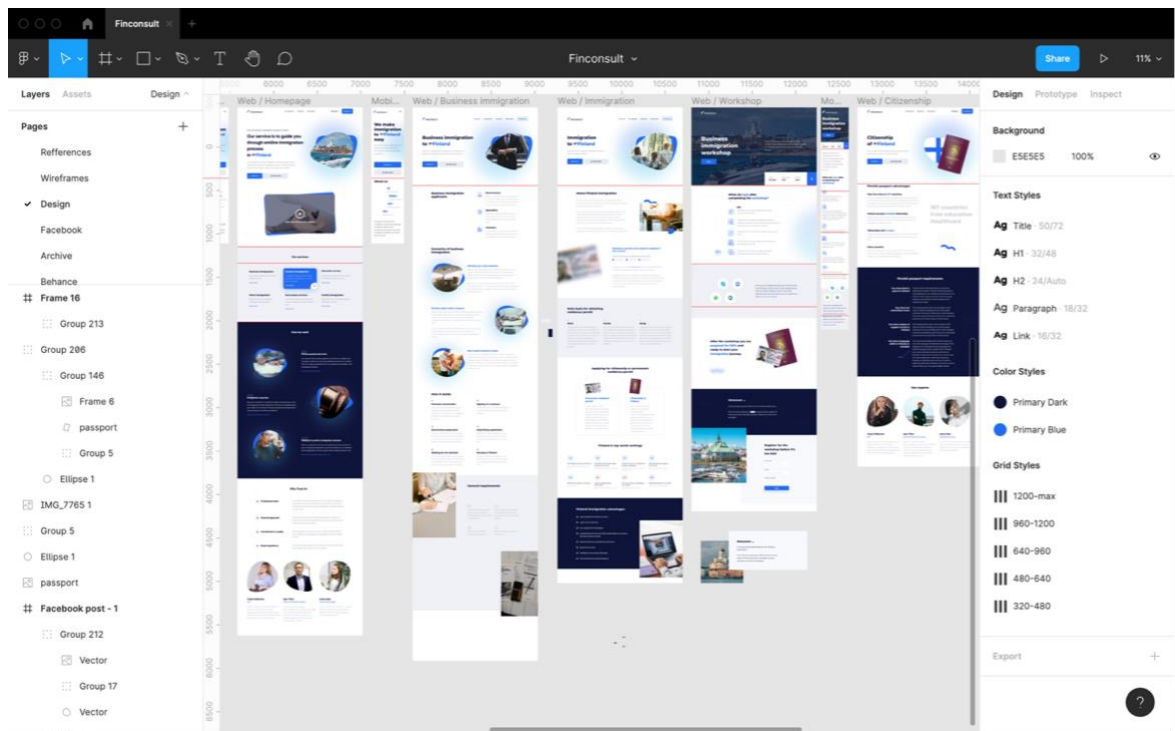


Figure 8. Figma screenshot of the Finconsult high-fidelity prototype

The user interface also included hierarchically aligned design elements, such as blob shapes, gradients, dot patterns, waves, buttons with smooth corners to evoke positive emotions in users and keep them coming back to the website. Another usability testing iteration was conducted after completing a high-fidelity prototype. Usability tests were done with the same users that participated in the previous usability testing of the low fidelity prototype. Lo-fi prototype stage was completed in August 2020. In Appendix 6, it is possible to find the usability test planning and activities for both the high-fidelity prototypes, as well as the questionnaire participants filled out after the usability test in

Appendix 7. Appendix 9 contains a summary of the findings as well as a list of adjustments.

4.6. Minimum viable product

Minimal viable product is a Lean Startup concept that emphasises the importance of learning in new product development. MVP is a new product version that allows a team to collect the largest amount of verified learning about customers with the least amount of effort (Agile Alliance 2022). MVP was created to test hypotheses on improving marketing performance of the website by utilising user experience design workflow. MVP was launched in April 2021.

No-code website builder platform Tilda Publishing was used to create a minimal viable product of the Finconsult. Tilda allowed the team to swiftly implement adaptive design to make it accessible on all screens with different resolutions starting from smartphones and ultrawide monitors. Moreover, Tilda Publishing was chosen as a platform for developing website's MVP because it uses a content delivery network for storing images, protects from DDoS attacks, automatically converts all images to WebP format, provides hosting and SSL certificate for free and because Tilda is well indexed by search engines (Tilda.cc s.a.) After the MVP was released, another round of usability testing was performed, and the stage of website promotion started. Finconsult website can be view by following URL: <https://finconsult.fi>.

Once Finconsult's MVP was implemented there was another round of usability testing conducted following same test plan and tasks as it is described in the Appendix 6. After usability test sessions users finally completed SUS questions that can be seen in the Appendix 7. Summary of this stage is also mentioned in the Appendix 9.

5. Research process

This chapter provides the research's objectives, discusses possible challenges and risks, study technique, data collecting for the research purpose, reliability and validity of the research including A/B testing and interviews, and final outcomes of the research.

5.1. Objectives

The main purpose of this research was to investigate the user experience design approach and its most significant components. Furthermore, the thesis showcases the design process for the Finconsult website that explains the most important deliverables, such as data gathering methods, information analysis and creating low fidelity and high-fidelity prototypes of the website. Finally, the conclusion part of the thesis is combining all theories with designing the new website to compare the marketing performance of the old and the new website that belong to one company.

5.2. Challenges and risks

There is a potential threat that industry leaders, such as Google and Apple can change their algorithms or privacy policies that will negatively affect the marketing performance of the Finconsult website. For this reason, it is necessary to use multiple digital marketing channels for website promotion. Second potential threat is that because of pandemic restrictions, it may be difficult to arrange personal meetings with Fintegra's stakeholders. Personal meetings, on the other hand, can be supplanted by online meetings, such as those hosted by Google Meets or Zoom.

5.3. Data collecting

Author of the thesis used both qualitative and quantitative user experience research methodologies to compare marketing performance of the two competitive websites owned by the same company Fintegra Consulting Group Oy LKV. Quantitative research methodology is aiming to collect numbers and quantities as basic data and employ a whole array of statistical procedures to analyse those data. Qualitative research is aiming to record words, pictures, or video as data and identify patterns and themes in those data that result in narrative interpretations that create meaning. (Check & Schutt 2012, 27.)

Qualitative research part includes interviews that are based on open-ended and behaviour-based questions with Fintegra's customers. This allows the thesis author to find out users' experiences while interacting with the old and new website that help to answer the thesis topic. Quantitative research part includes A/B testing, which is the simplest type

of controlled experiment that compares two variants (Kohavi 2020, 544). A/B testing was conducted by using digital marketing channels, such as paid search, display advertising, social media marketing and search engine optimization to compare key marketing metrics of the old and new websites to find out which one is performing better.

5.4. Interviews

In September 2021, interviews were conducted. In total seven of the company's customers were interviewed on various days. On average each interview lasted around 45 to 60 minutes. Interviews were performed with foreigners who immigrated to Finland on entrepreneurial, employment, family, and study basis. Most of the interviewees were clients of the Fintegra company. The interview questions are primarily focused to determine which website Fintegra's customers prefer to leave a request on, which website is more pleasant and easy to use, and which website is faster and easier to find information on.

The respondents were not chosen based on how and through what marketing channels they discovered about the company's services. Some of the clients who were interviewed found out about the company through word of mouth while others learned about it through advertisements on social media platforms or by searching for a specific query on Google. Furthermore, the respondents exhibited the widest range of financial, demographic, and psychographic characteristics allowing the thesis author to assess the viability of the hypothesis from a variety of angles.

There was a list of questions prepared ahead for the interviews, however there was also open-ended conversation to get respondents' perspectives on both websites. Moreover, respondents were also asked to use the website from different devices to get some hands-on experience. This is not considered usability testing because there were no specific tasks given to complete. Interviews were video-recorded and transcribed afterwards to be meticulously analysed and classified.

5.5. A/B testing

In November 2021, A/B testing was conducted by showing two website pages that are similar in content to different segments of the company's target audience at the same time to determine which page has the greatest impact on marketing performance. There are many useful A/B testing tools available free of charge, such as Google Optimise, Optimizely or HubSpot's A/B Testing Kit. However, it was decided not to utilise these tools because A/B testing is often used to assess the performance of parameters inside one website. In this case there are two different websites, one of which was implemented

based on blue-sky concepts according to the wishes and preferences of a single person and the other website that was developed according to user experience design framework following main UX design components, laws, and principles. A/B testing is the practice of comparing two alternative versions of a web page – one was Fintegra’s page and Finconsult’s page to see which one has higher conversions number. A/B testing was performed manually by promoting the website pages on Facebook, Instagram, and Google. Since Facebook is main marketing tool Fintegra uses to promote its services it was decided to run three different A/B testing iterations. The selection of web pages to be promoted was done by content similarities and intents. The list of tested variants can be seen from the following table.

Table 1. Showcase of variants that tested against each other

Variant A in A/B test	Variant B in A/B test
Finconsult page "Immigration to Finland". URL: https://finconsult.fi/immigration	Fintegra page "Immigration to Finland". URL: https://fintegra.fi/en/immigration_to_finland/
Finconsult page "Business immigration in Finland". URL: https://finconsult.fi/immigration/business	Fintegra page "Business Immigration to Finland". URL: https://fintegra.fi/en/business_immigration_to_finland/
Finconsult main page. URL: https://finconsult.fi/	Fintegra main page. URL: https://fintegra.fi/en/

Then key marketing metrics were determined to measure the effectiveness of promoted web pages. In total 3 A/B tests were conducted on a regular basis, on average each test iteration lasted 14 days. Following the end of each A/B testing cycle, all data was entered into a database and compared afterwards. Variants of the tested Fincosnult website pages can be found in Appendix 1.

5.6. Reliability and validity

Research reliability refers to the measurements of social concepts that are carried out by using measuring instruments. The measuring instrument is reliable when it yields consistently the same or comparable results over repeated measures. That is, regardless of who performs the measurement, and the occasion and condition under which measurement was carried out, the results produced by the measuring instrument are consistent. (Ahmed, Opoku, Olanipekun & Sutrisna 2022, 4.)

All resources used in the theory are genuine and credible since they are referenced by several well-known and significant resources devoted to user experience design and digital marketing. It was intended to ignore secondary web resources in favour of authoritative materials, such as books and academic online articles.

The empirical thesis part is made up of qualitative and quantitative data collecting methodologies. Furthermore, by interviewing stakeholders and conducting viable A/B testing, the empirical part verifies the theoretical framework. The goal of this thesis is to determine the significance of user experience design on improving website marketing performance. Insights from sixteen interviews were received and analysed. More than 6 months of ongoing A/B tests were conducted, and results were compared afterwards.

Ultimately, according to the authors of the book *Validity and Reliability in Built Environment Research*, all materials utilised in research are legitimate, and the empirical section was completed using reliable methodologies.

5.7. Research results

This chapter contains the findings of empirical research based on interviews with company's clients and advertising A/B testing results. The chapter is broken down into three sections: The results of the interviews, and the conclusion, in which the major findings and observations are briefly described.

5.7.1. Interviews

Interviews were focused on asking open non-leading questions that prompt users to go into more detail. Interview respondents were chosen from the existing customer base of Fintegra. Author of the thesis performed the role of the interview facilitator. Opening statement was prepared to introduce the purpose of the interview and questions were planned accordingly. At the beginning respondents were telling how they found out about the company and for how long they have been cooperating with the company. Interviews were conducted in a relaxed neutral setting to avoid respondents being compelled to say positive things surrounded by the brand. All interviews were recorded on a voice recorder to analyse received qualitative self-reported data afterwards. After a detailed analysis, the following conclusions were made.

Table 2. Information about the respondents

Interviewee	Nationality	Age	Education	Customer since	Immigration basis
User 1	Russia	27	Bachelor's degree	2017	Entrepreneurship
User 2	Saudi Arabia	45	Bachelor's degree	2019	Entrepreneurship
User 3	India	35	Master's degree	2021	Employment
User 4	USA	40	Higher degree MD, MSc, PhD	2022	Entrepreneurship

Interviewee	Nationality	Age	Education	Customer since	Immigration basis
User 5	Pakistan	26	Vocational qualification	2021	Studying
User 6	Brazil	29	Bachelor's degree	2021	Family ties
User 7	Israel	62	Master's degree	2018	Entrepreneurship

What website has more trustworthy content? Why?

The responses to that question differed significantly from one another. User 1, User 5, and User 6 stated that finconsult.fi has more credible content than finteгра.fi. All essential information is on the main page. There are also useful statistics and figures that the company can be truncated. It was also mentioned that websites containing a lot of text information caused an association with old websites from the 2000s. Moreover, the website has a lot of text, but it is not overloaded because of a well-thought-out structure. User 2, User 4 and User 7 respectively preferred the website Finteгра over Finconsult website because Finteгра underlines the main points that are essential for users who are searching for information. Finteгра provides a more in-depth understanding of information relating to immigration to Finland on various basis. Nevertheless, User 3 could not decide whether which website is more trustworthy because Finteгра contains more content, that is compatible with the information of Finland's official immigration websites while Fincosnult website looks more minimalistic, but at the same time it reminds him of official Finnish government websites.

What website is more visually appealing in your opinion and Why?

User 1, User 3, User 5 and User 6 criticised Finteгра's user interface. It was stated that blocks of information go over the edge, shades of blue are different, fonts seem to have different sizes and lettering, images and videos are of poor quality. Thus, this leads to the violation of the principle of visual hierarchy in design. In contrast, Finconsult website has concise, minimalist and aesthetically pleasing user interface. The content is presented in a concise manner, so it is easy to navigate and find the information. All elements are logically grouped together and aligned. User 2, User 4 and User 7 stated that Finteгра's website is more colourful, the quality of the images is much higher, company's statistics numbers are presented, and they praised the use of the video in the background.

Which website was the most convenient for you to submit a contact request?

User 1, User 2, User 3, User 4, User 5, and User 6 said that it was easier to fill an application on the Finconsult website, because feedback button is in different places on the website. Furthermore, the form is straightforward and easy to comprehend. Unlike the Finteгра website, where the feedback form is constantly located at the bottom of the page

and there is need for scrolling the entire page. Furthermore, due to the colour of the table and background, the form is difficult to read.

How do you enjoy using these websites on your mobile devices?

All seven interview users preferred the Finconsult website's mobile version over the Fintegra website's mobile version. On Fintegra website the interviewees said that the text on the hero block is poorly readable, which means that it is not exactly clear to the first-time user what kind of services the company provides. Moreover, slow website loading speed was also observed so with a decent Internet connection, the downloading speed of Fintegra website is more than 4 seconds, whereas the downloading speed of Finconsult website is less than 1 second. Moreover, User 1, User 2, User 3, User 4, User 5, and User 6 also expressed dissatisfaction with having to go all the way to the bottom of the page to find the lead form which is difficult to read and appears to be complicated. In addition, several users were perplexed by the reCAPTCHA, which is constantly on the front right side of the website.

There were also other unexpected insights from the interviews. User 2 and User 6 mentioned that they had previously contacted the company by applying form on the fintegra.fi website. Due to some disagreements, they decided not proceeding with Fintegra's services and postpone the residence permit application. However, six to eight months later another application was received from the same users, this time through the new developed finconsult.fi website. According to the respondents, they did not notice that the website is owned by the same company with whom they previously cooperated because Finconsult website looks totally different. After some time, the users realised that Finconsult and Fintegra are essentially the same company. Nevertheless, they continued to collaborate with the company despite unfavourable experience.

As a result, it is possible to conclude that users from the older target group prefer the Fintegra website, whereas Users between the ages of 20 and 40 prefer to use the Finconsult website. Thus, it was decided to conduct a/b testing following the interview because it was impossible to determine which of the two websites was superior. Thus, it is possible to conclude that nearly all respondents preferred Finconsult website over Fintegra regardless of their immigration basis and other background.

5.7.2. A/B testing

The goal of the A/B testing was to promote Fintegra and Finconsult websites by launching digital marketing campaigns and compare their performances. It was decided to promote

pages similar in meaning since the Finconsult website is an UX improved version of a previously existing website. Website landing page link was chosen as the testing element. In total there were 3 A/B testing iterations conducted, each lasted for 14 days.

Facebook Ads

Facebook Ads was chosen to promote the company's website through social media, such as Facebook and Instagram. Before launching campaigns, Facebook Pixel code was added to both websites in order to gather insights when a user visits a website page and makes an action on it. The Facebook pixel is a piece of code that is placed on a website to track the efficacy of your advertising by looking at what people do when they visit the website (Facebook.com s.a.)

Lookalike audiences were formed based on all Fintegra website visitors. Conversions were set up as a campaign objective. At least two ad sets were created per each campaign, one ad set contained 4 different ad creatives. Ad creatives involve media files, such as image or video, description texts and UTM links to certain web pages. UTM tracking links are URLs with parameters that allow to trace each link in detail (Bullock 26 November 2018). Cost per result was set up as a key metric for A/B test experiment. In the figure below there is a screenshot of A/B testing results from promotion on Facebook and Instagram.

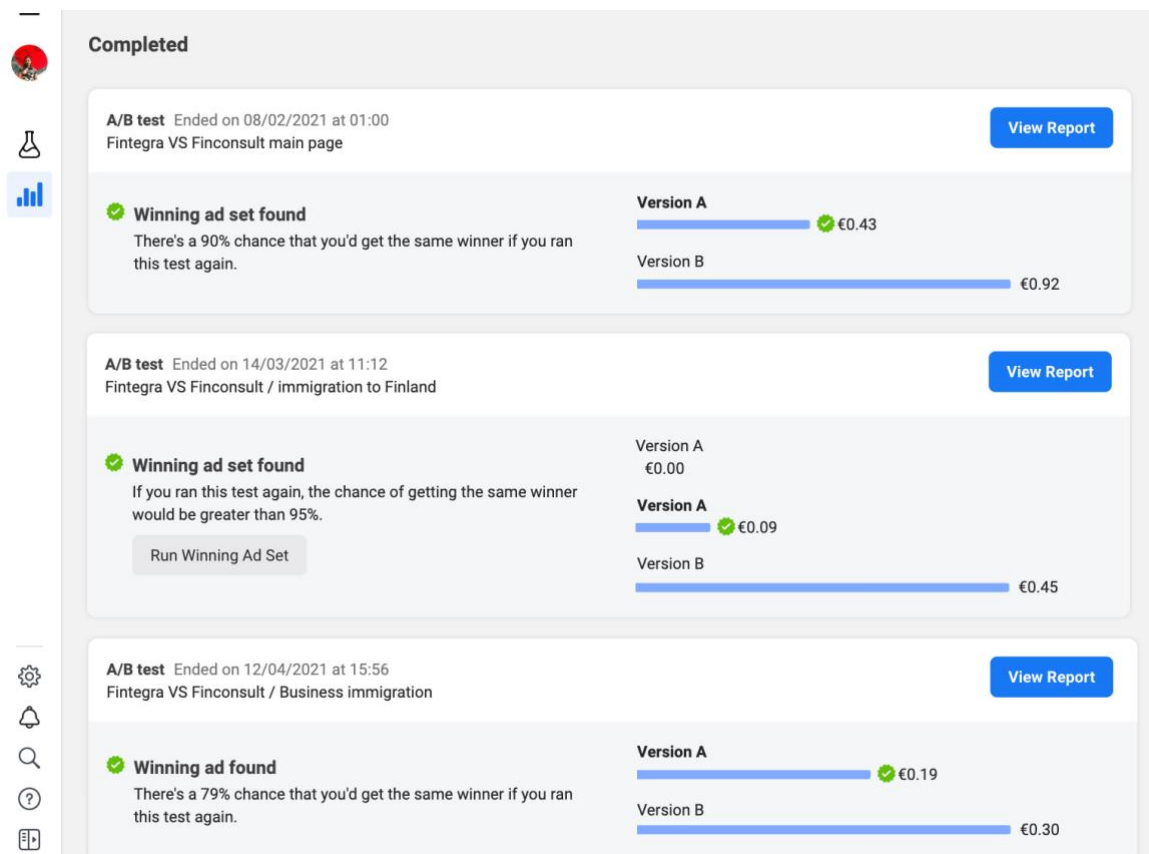


Figure 9. Screenshot from Facebook A/B testing results

In all three A/B testing campaigns running on Facebook, the winner ad set was promoting Finconsult website. More detailed A/B testing results on Facebook are available in the Appendix 4.

Google Ads

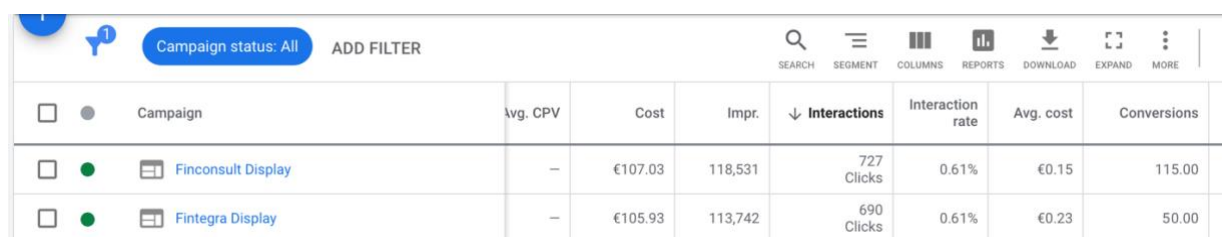
Google Ads was chosen to launch paid search campaigns paired with display ads campaigns. Before launching campaigns, it was crucial to set goals in Google Analytics to keep track of the targeted actions. Main goal was determined by clicking on the "Submit Application" button. After those goals were imported from Google Analytics into Google Ads account so it could be possible to see conversion number per each website. Two types of ads campaigns were launched on Google. The first one was Google search ads campaign which is a block of text shown when a user's search query and a keyword match. These Google search campaigns were identical because all keywords, ad groups and ads extensions were totally identical. The only difference was the final URL which led to different landing pages. In the figure below there is a screenshot of split testing results from Google Paid search campaigns. There were 2 A/B testing campaigns launched on Google.



Campaign	Cost	Impr.	Interactions	Interaction rate	Avg. cost	Conversions
Fincosult Search	€1,041.55	17,965	2,946 Clicks	16.40%	€0.35	212.00
Fintegra Search	€1,555.73	33,628	1,495 Clicks	4.45%	€1.04	132.00

Figure 10. Screenshot from Google paid search ads results

Google display ads campaigns were launched simultaneously with Google search ads campaigns. Display ads allowed to place ads on the Google media network in order to remarket on the users who previously visited the website. Similar ad creatives were prepared for both Fintegra's website and Finconsult's website. The result of split testing can be seen in the following figure.



Campaign	Avg. CPV	Cost	Impr.	Interactions	Interaction rate	Avg. cost	Conversions
Fincosult Display	–	€107.03	118,531	727 Clicks	0.61%	€0.15	115.00
Fintegra Display	–	€105.93	113,742	690 Clicks	0.61%	€0.23	50.00

Figure 11. Screenshot from Google Display ads campaigns results

According to the results, there were a higher number of conversions from the Finconsult website received. Furthermore, the price per conversion of the website Fintegra is dramatically higher compared to Finconsult's website, especially on Facebook. Thus, promoting Fintegra's website through digital marketing channels is commercially unprofitable for the company. One of the reasons may be poor accessibility of the website on mobile devices. Most social media users browse websites through mobile devices (Dean 10 October 2021). Moreover, most interviewees stated that they were dissatisfied with Fintegra's website performance on their smartphones.

Web and SEO analytics

Web and SEO analytics tools such as Ahrefs and Google Analytics were used to analyse organic traffic from the search engines. These tools allowed the author to evaluate the target traffic, its value, specific search queries and conversions. The figure below shows that Fintegra's website has higher organic traffic than Finconsult's website.

This demonstrates that the Fintegra website has a higher domain rating than Finconsult. There are many ranking factors that influence search engine page results and the position of the website within them. Google does not officially disclose all these factors, but SEO specialists were able to identify many of them. Referring to Ahrefs, one of the most authoritative portals devoted to SEO, backlinks from high-quality pages are considered as one of the most important ranking factors. (Hardwick 20 May 2021.)

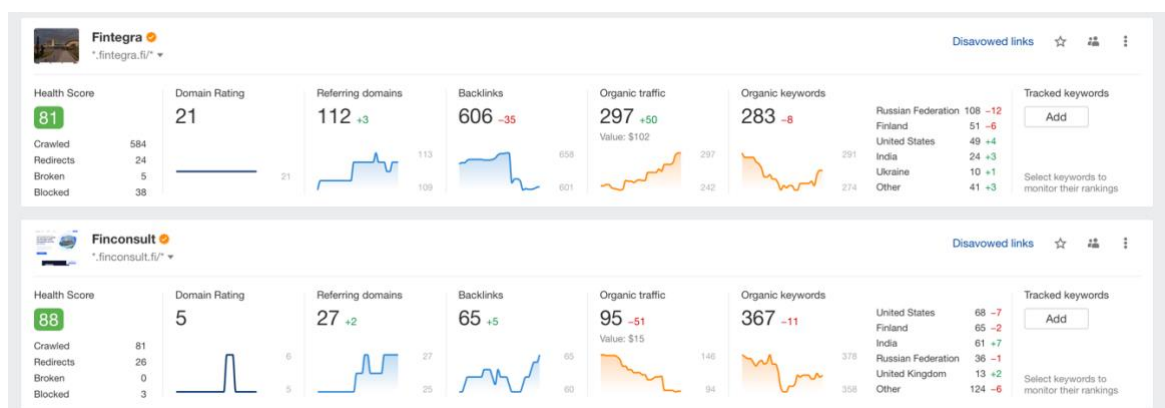


Figure 12. Screenshot from Ahrefs analytics tool comparing Fintegra & Finconsult

Fintegra's website receives more organic traffic compared to Finconsult website. From the figure above it can be seen that Fintegra's website primary source of traffic is organic and social ads paid search ads. Moreover, bounce rate is dramatically higher compared to Finconsult website. This data can be seen in the following figure below.

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

Goal 1: Заявка LeadGenic

Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Заявка LeadGenic (Goal 1 Conversion Rate)	Заявка LeadGenic (Goal 1 Completions)	Заявка LeadGenic (Goal 1 Value)
	55,903 % of Total: 100.00% (55,903)	55,815 % of Total: 100.07% (55,778)	71,295 % of Total: 100.00% (71,295)	77.57% Avg for View: 77.57% (0.00%)	1.45 Avg for View: 1.45 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Organic Search	35,921 (63.81%)	35,639 (63.85%)	45,935 (64.43%)	76.43%	1.47	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	11,081 (19.68%)	11,049 (19.80%)	13,715 (19.24%)	80.69%	1.41	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	7,151 (12.70%)	7,033 (12.60%)	9,224 (12.94%)	78.49%	1.42	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	1,439 (2.56%)	1,402 (2.51%)	1,645 (2.31%)	73.50%	1.48	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (Other)	679 (1.21%)	669 (1.20%)	740 (1.04%)	87.30%	1.21	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Paid Search	25 (0.04%)	23 (0.04%)	36 (0.05%)	88.89%	1.25	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 6 of 6

This report was generated on 2/25/22 at 11:42:22 AM - Refresh Report

Figure 13. Screenshot from Google analytics tool of Fintegra website

Fintegra's website has more quality referring domains and backlinks because it was registered in 2012, whereas Finconsult's was registered in 2019. During this period many trustworthy resources have referenced Fintegra that helped in the establishment of such a solid reputation of the website.

Plot Rows Secondary dimension Sort Type: Default

Goal 1: Отправить форму

Default Channel Grouping	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Отправить форму (Goal 1 Conversion Rate)	Отправить форму (Goal 1 Completions)	Отправить форму (Goal 1 Value)
	57,780 % of Total: 100.00% (57,780)	57,731 % of Total: 100.05% (57,703)	70,828 % of Total: 100.00% (70,828)	13.01% Avg for View: 13.01% (0.00%)	2.95 Avg for View: 2.95 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	7.22% Avg for View: 7.22% (0.00%)	5,116 % of Total: 100.00% (5,116)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. (Other)	21,133 (36.19%)	20,880 (36.17%)	23,978 (33.85%)	2.22%	2.87	00:00:53	9.64%	2,312 (45.19%)	US\$0.00 (0.00%)
2. Social	14,612 (25.03%)	14,442 (25.02%)	17,316 (24.45%)	18.95%	2.27	00:00:28	4.52%	782 (15.29%)	US\$0.00 (0.00%)
3. Organic Search	9,326 (15.97%)	9,294 (16.10%)	12,065 (17.03%)	6.56%	4.36	00:02:25	6.88%	830 (16.22%)	US\$0.00 (0.00%)
4. Paid Search	8,124 (13.91%)	7,948 (13.77%)	9,445 (13.34%)	38.21%	2.29	00:00:45	10.06%	950 (18.57%)	US\$0.00 (0.00%)
5. Direct	4,912 (8.41%)	4,911 (8.51%)	7,339 (10.36%)	12.39%	3.10	00:01:39	3.01%	221 (4.32%)	US\$0.00 (0.00%)
6. Referral	267 (0.46%)	241 (0.42%)	664 (0.94%)	13.86%	5.59	00:06:38	3.16%	21 (0.41%)	US\$0.00 (0.00%)
7. Display	15 (0.03%)	15 (0.03%)	21 (0.03%)	14.29%	2.05	00:01:16	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Show rows: 10 Go to: 1 1-7 of 7

report/acquisition-channels/a162701084w227919006p215122757/_u.date00%3D20180218%26_u.date01%3D20220224

This report was generated on 25/02/2022 at 11:42:49 - Refresh Report

Figure 14. Screenshot from Google analytics tool of Finconsult website

Nevertheless, the Finconsult website will grow in popularity over time, thus the number of qualities referring domains and backlinks will also increase. For the main search queries, Finconsult appears on Google's first page slightly inferior to Fintegra's website. Finconsult's website ranks somewhat lower on Google's first page for the main search queries than Fintegra.

6. Discussion

This chapter provides the key finding received during the study of the thesis topic and thesis conclusion representing the most important outcomes of the research process explaining how goals were achieved.

6.1. Key findings

The results that were collected from the A/B tests, one to one interview and based on the theoretical framework of the thesis. User experience has a strong influence on the marketing performance of a website. Both marketing and UX design disciplines rely significantly on research and research methods, such as in-depth interviews, usability tests and competitor's research. These research methodologies enabled us to get important ideas for developing website navigation that would make website content more findable and useful. Moreover, the progressive development of the website by using wireframes allowed us to prioritise and arrange content and accessible functions in a usable manner. Regular Lean UX workshops have enabled the websites' interface components to be improved and receive responses in a timely manner to make desirable user experience and keep the visitors coming back to the website.

Furthermore, thorough understanding of human psychology is essential for users' perception of the digital product. These psychological theories as well as visual design principles can be implemented into the design process to enhance user experiences and increase conversions of a digital product. However, developing a website in accordance with a certain UX framework does not guarantee effective marketing performance. UX design is mostly concerned with providing the greatest possible experience for users, regardless of whether it increases the company's income. On the other hand, marketing is primarily concerned with increasing product sales and thereby directly adding to the company's income.

Six months after the Finconsult project was completed, another round of one-on-one interviews with another customer target group was undertaken. According to the findings of this interview it was found that age has a significant impact on website preferences. Few users find Fintegra's website more appealing and trustworthy, whilst users of others consider Finconsult website much more useful and enjoyable to use. However, almost all respondents stated that they were unsatisfied with the performance of Fintegra's website on their mobile devices. As previously stated, most social media users access websites via mobile devices. For this reason, it was essential to conduct A/B testing that provided figures to measure marketing performance of the website. After three months of A/B

testing on the Fintegra and Finconsult websites, findings were acquired by comparing digital marketing KPIs from various marketing channels. Results of Google paid search campaigns showed that for a budget of 1,040 euros, Finconsult had 37.7% more conversions than Fintegra. In Google display ads campaigns the result is that Finconsult has 65 more conversions than Fintegra website. The results from 3 different A/B testing campaigns on Facebook showed that in all cases Finconsult website is the winner. In the first campaign Finconsult website has 45,71% more leads than Fintegra website. In the second campaign Finconsult website has 20,29% more leads than Fintegra website. In the third campaign Finconsult website has 72,97% more leads than Fintegra website. Nevertheless, Finconsult website is slightly behind Fintegra in organic search traffic since Fintegra has more quality referring domains and backlinks because it was registered 7 years earlier.

6.2. Conclusion

This section provides the conclusion on goals of the thesis research and the answer to the key research question followed by suggestions for further actions.

Thesis goals:

- Understand how user experience design can improve the marketing performance of a website by investigating user experience design and digital marketing in theory.
- Present a use case that is process demonstration of developing a website based on the user experience design framework, main components of UX and psychological theories.
- Conduct comparison analysis of two websites, one of which was developed in accordance with the UX design.

The first research goal was met in the theoretical framework section, which included an in-depth explanation of the user experience, as well as the primary UX components, psychological laws, visual design principles and frameworks. In addition, digital marketing channels were investigated, as well as critical measures that may be used to assess corporate marketing effectiveness.

The second thesis goal is to demonstrate the user experience design process in the development of the Finconsult website by highlighting the most significant deliverables. It was necessary to do research before implementing the Finconsult website in order to determine why the previous Fintegra website does not achieve the desired results.

Interviews with stakeholders, usability testing sessions, and competitors' website analysis are the most efficient ways to obtain information for website development based on user experience framework. Obtained information was categorised and organised into common subjects in an affinity diagram to develop a more detailed website navigation structure and

better content for the Finconsult website. This allowed us to make website content easy to locate, useful, and trustworthy. website navigation was made to make content findable, usable and credible. The process of designing an outline of the website screens, which indicates how everything is organised, follows next. Then comes the usability testing, which determines if users can fulfil their objectives within the Finconsult website. After testing, a high-fidelity prototype is created that shows all visual user interface aspects of the Finconsult website, making it more appealing to users. The final step of the user experience process was to implement an accessible minimal viable product of the Finconsult website to launch advertising campaigns and measure marketing effectiveness.

The third thesis goal is to evaluate the Finconsult and Fintegra websites by running A/B testing advertising campaigns and conducting customer interviews to see which website performs better in terms of digital marketing. After performing this research, it is possible to conclude that the Fintegra company is capable of effectively covering all digital marketing channels. The Finconsult website, for instance, can be used to promote paid Google search advertisements, Google display ads campaigns, and Facebook targeting ads. Whereas Fintegra website has higher SEO key metrics, thus it may be leveraged to get organic traffic from Google.

Nonetheless, for the most valuable search queries, Finconsult's website ranks somewhat lower than Fintegra on Google's first page. That can be considered as a positive indicator because as it was mentioned in the interview one user preferred Finconsult website over Fintegra website because he did not know that these two websites essentially belong to the same organisation. This can indicate that the thesis author has successfully created a multi-brand competitor. The only difference is that the Finconsult website is an improved version of the Fintegra website, as it was developed based on the basic principles of UX design mentioned in the theoretical part. The creation of two competing websites allowed not only to improve the effectiveness of marketing performance of the company, but also to improve many of the financial indicators of the company, since the company began to receive more customers. The expedition led to the discovery that the thesis work was a noteworthy element of the learning experience at Haaga-Helia university of applied science. The findings from the thesis are going to be used by the author for further work at the Fintegra company in future.

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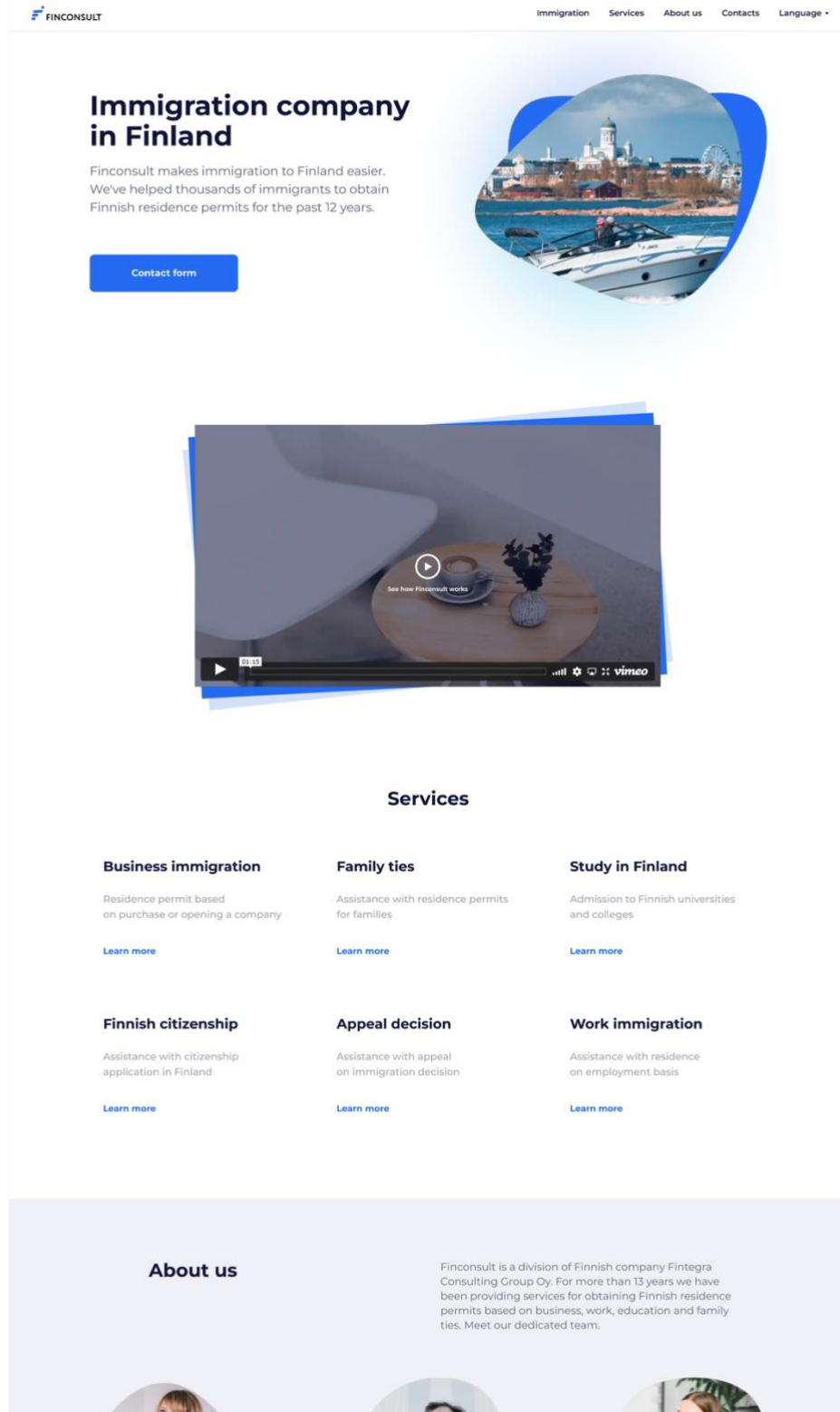
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Appendices

Appendix 1. High fidelity desktop mock-ups of the Finconsult website



permits based on business, work, education and family ties. Meet our dedicated team.



Tanja Pelkonen
Chief executive officer



Tim Arifulin
Product designer



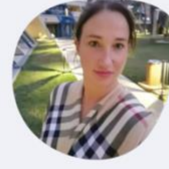
Anna Salo
Chief operating officer



Leo Smirnov
Sales manager



Polina Leonteva
Customer care unit



Ksenia Zasimenko
Customer care unit

How we work



01 Consultation

During the consultation a specialist of our company will carefully examine your case and offer the best way to immigration, depending on the reason for coming to Finland, professional experience, education and other conditions.

02 Application

After the consultation, the process of collecting the necessary documents for immigration begins, depending on the type of residence permit. Once all the documents are collected, we make a reservation at the immigration office, where you will need to come to identify yourself.




03 Support


Once your application has been submitted, we answer additional questions from the Immigration Service and accompany your application until you receive your Finnish residence card.



03 Application

After the consultation, the process of collecting the necessary documents for immigration begins, depending on the type of residence permit. Once all the documents are collected, we make a reservation at the immigration office, where you will need to come to identify yourself.





03 Support

Once your application has been submitted, we answer additional questions from the Immigration Service and accompany your application until you receive your Finnish residence card.

Contact us

Contact us if you have any questions about starting a business in Finland.

Our contact information:

+358 50 5029706
info@finconsult.fi

Your E-mail

Your name

Phone

Text form

By clicking the "Submit" button, you agree to the processing of personal data and our privacy policy

[Submit](#)

Immigration to Finland

Immigration to Finland has begun to grow and currently the number of immigrants in Finland is about 365 thousand people, or 6.6% of the country's population, which is still significantly lower than the corresponding figure in most European countries.

There are many reasons why Finland should be considered as a best country for immigration in 2021, such as, security, stability and strong social protection system. You need to apply for a Finnish Residence Permit if you want to immigrate to Finland.



How to get a residence permit in Finland



Become an entrepreneur

You can get a residence permit by starting or buying a business in Finland. You will need to make a business plan that shows the profitability of the company and the ability to pay your salary if you start your own business. Moreover, you should have partners or potential customers in Finland.

In case you don't have any partners or customers in Finland there is an option of buying a ready-made company in Finland.

[Learn more --](#)

Find a job in Finland

You can get a Finnish residence permit by signing an employment contract with employer in Finland. A work permit issued by the Finnish authorities usually allows you to work only in the specific field indicated in the document.

A job must be found even before applying for a residence permit. In addition, specialists from third countries cannot get a residence permit if there are relevant workers in the EU market, and it is necessary to have knowledge of Finnish or at least English language. However, there is an option to apply for a residence permit for specialist in case your salary exceed 3000 EUR.

[Learn more --](#)



Go to college or university

Students of any educational institutions officially registered in Finland, which provide a diploma of qualification at the end of their studies, can also obtain a residence permit.

Upon completion of their studies, students have the right to apply for a residence permit to look for work for up to two years.

In addition, graduates of Finnish educational institutions are not required to work only in a certain field, unlike those sold through employment.



Why immigrate to Finland

Nordic welfare standards

Finland has comprehensive social security, a wide range of public services, healthcare, family benefits, pension and unemployment benefits, are available from birth to old age in different life situations.

Loyal immigrant policy

Finland is the only one country European country where you can become a citizen after 4 years or get permanent residency after 5. Moreover, Finland is always welcoming those who want to start a business which helps to develop the country's economy.

Finnish education

Finland is well-known for its education system. Kindergartens and schools in Finland are obligatory and free of charge. Besides Finnish higher education consider as one of the best in Europe. There are many free Finnish and English programs.

Finnish social security

For example, if your wife does not work in Finland she needs to study Finnish language and get 600 EUR per month. Moreover, you get extra 10 EUR per day if you have 3 children.

Foreigners are welcomed

As of 2019, there are 423 494 foreigners living in Finland. Because of the large international community you receive constant support from Finns and other nationalities as you navigate your way through life. Compared to other European countries in Finland people speak English fluently everywhere.

Contact us

Contact us if you have any questions about starting a business in Finland.

Our contact information:

+358 50 5029706
info@finconsult.fi

Your E-mail

Your name

Phone

+ +358 999-9999999

Text form

By clicking the "Submit" button, you agree to the processing of personal data and our privacy policy

Submit



Finconsult is a private immigration assistance company based in Finland.

info@finconsult.fi
 +358 50 5029706

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Immigration → Business

Business immigration in Finland

Self-employment program allows you to get a Finnish residence permit by buying or starting your own business in Finland.

[Contact form](#)


Who can apply

An applicant for business immigration to Finland must have a sufficient level of income to buy a ready-made business or start his own company.

Main requirements for applicant are managing a company and staying at least 6 months a year in Finland.



Entrepreneurs

Individuals with sufficient funds and experience can apply for this program. For example: Business owners, freelancers, entrepreneurs and sole traders.



IT specialists

IT specialists are very much in demand in Finland, especially if the customers are customers from Europe or Western countries.



Investors

If you are not a businessman, but you have a passive income, we can help you find the best business that does not require entrepreneurial experience.

Types of business immigration



Start a new company

You can apply for a residence permit as a self-employed entrepreneur by setting up your own company in Finland. Your company has to generate enough income to pay your wage and taxes, operational costs of the company. Furthermore, you should have a EU resident in board of directors.

[Learn more →](#)

Buy ready-made business

You can apply for Residence permit application for an entrepreneur by purchasing ready-made business. This is the best option of business immigration because you can buy a company that has been operated for while and get all company's assets including customers, employees and contracts.

[Learn more →](#)


Business immigration process

01

Start or buy business

If you buy a ready-made company, a sale and purchase agreement and updating the owner's information in the registry will suffice. If you open a company from scratch, the process will be slightly different.

02

Get your residence permit

After you buy or register a business, you will need to collect all the documents and apply for a Finnish residence permit.

03

Renew your residence permit

The first residence permit is always granted for one year, after which you must apply for an extension. In order to renew your residence permit, you must meet the following requirements.

04

Get a Permanent Residency or Citizenship

After you live in Finland for 4 years you can apply for permanent residence permit or Finnish citizenship in case all requirements are met.

Need help with business immigration?

[Apply now](#)

Fincosnult will help you open a company or buy a ready-made business in Finland. We also prepare all necessary documents to apply for a residence permit on this basis and will accompany you throughout the immigration procedure.



Requirements for the applicant



You should have at least some previous entrepreneurial background.



Your monthly salary should be at least 1,236 euros per one person.



In order to extend your residence permit in Finland, you need to stay in the country for at least 200 days.



You must have a complete package of necessary documents for business immigration.

Requirements for the company



The business must be active and generate income to pay wages and taxes.



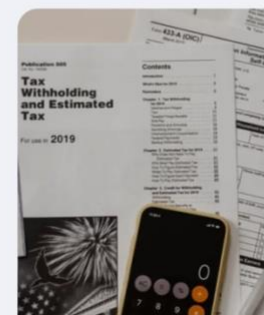
Your company has been registered in the Finnish Trade Register and Tax office.




Your company should have a European resident in the board



You should have preliminary contracts with partners or





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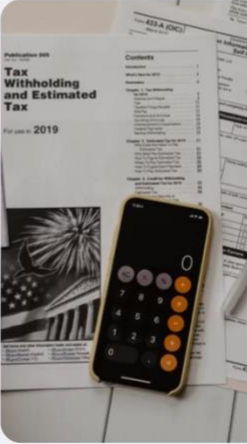
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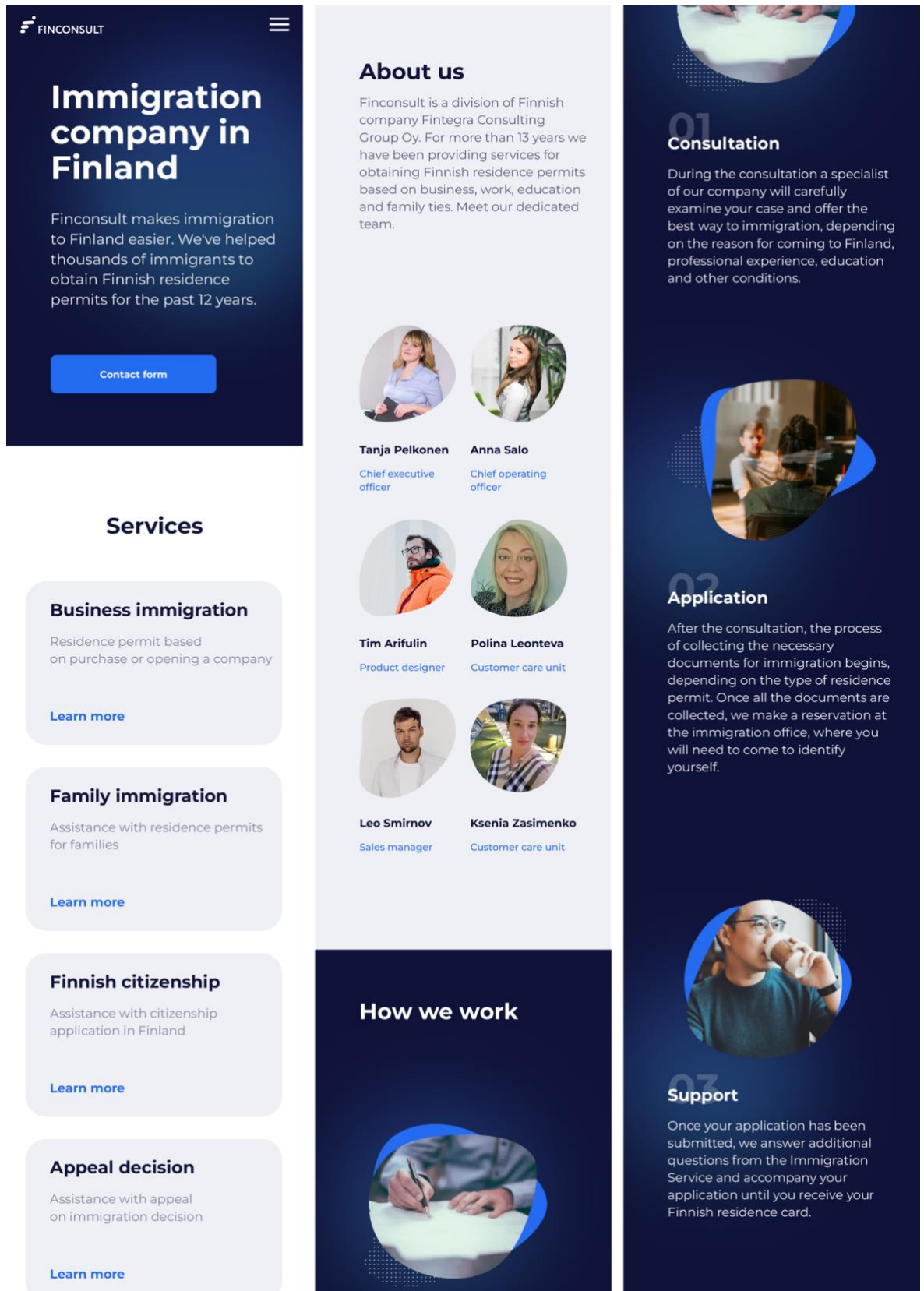
 Youtube

 WhatsApp

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Appendix 2. High fidelity mobile mock-ups of the Finconsult website



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[Contact form](#)

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[Learn more →](#)

Business immigration

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Appendix 3. Interview questions of the research comparison phase

Introduction

Hi! I'm Tim, and I'll be doing our interview today. This interview will be conducted in an open-chat format; please feel free to voice your ideas; there are no right or wrong responses. Is it okay if I record this interview for the sake of future study and analysis?

Questions

1. What is your current occupation and education background?
2. What was your initial plan towards to Finland? Were you thinking about obtaining residence permit on specific basis?
3. How did you find out about our company and for when this happened?
4. How do you prefer to search information on the Internet? Do you prefer to use smartphone or PC?
5. How would you describe your overall experience with the Fintegra website and Finconsult website?
6. What website has more trustworthy content? Why?
7. What website is more visually appealing in your opinion and Why?
8. Which website was the most convenient for you to submit a contact request?
9. How do you enjoy using these websites on your mobile devices?
10. What information would you like to add the these websites?

Appendix 4. Facebook A/B test results of each campaign

Results
Test details

Winning ad set found

Finconsult website is the winning ad set with the lowest cpc (cost per link click) at €0.43.

There's a 90% chance that you'd get the same winner if you ran this test again.

Update Winning Ad Set
Share Link

CPC (cost per link click)

Version A
Finconsult website
 €0.43

Version B
Fintegra website
 €0.92

■ Cost per result

Results are based on a 7-day click or 1-day view attribution window

Metrics

Ad set	Cost per result	Results	Reach	Impressions	Amount spent
Finconsult website	€0.43	70	5,262	8,178	€30.02
Fintegra website	€0.92	32	1,979	3,290	€29.57

Results
Test details

Winning ad set found

Finconsult website is the winning ad set with the lowest cost per result at €0.09.

If you ran this test again, the chance of getting the same winner would be greater than 95%.

Update Winning Ad Set
Share Link

CPC (cost per link click)

Version A
Finconsult website
 €0.09

Version B
Fintegra website
 €0.45

■ Cost per result

Results are based on a 28-day click and 1-day view attribution window

Metrics

Ad set	Cost per result	Results	Reach	Impressions	Amount spent
Finconsult website	€0.09	69	5,112	7,246	€6.37
Fintegra website	€0.45	14	746	2,438	€6.25

Results
Test details
See What's New

Winning ad found

Finconsult website is the winning ad with the lowest cost per result at €0.19.

There's a 79% chance that you'd get the same winner if you ran this test again.

Run Winning Ad
Share Link

Create A/B Test

Cost per result

Version A
Finconsult website
 €0.19

Version B
Fintegra website
 €0.30

■ Cost per result

Results are based on a 28-day click and 1-day view attribution window

Metrics

Ad	Cost per result	Results	Reach	Impressions	Amount spent
Finconsult website	€0.19	370	10,098	10,262	€70.4
Fintegra website	€0.30	240	10,052	10,221	€72.1

Appendix 5. Questions and questionnaire of the interviews in the planning phase

Questions

1. Is it difficult to discover the information you are looking for on the website, and how long did it take for you?
2. Is the material on this website useful to you, and does it address your questions regarding immigration to Finland?
3. Is the information on this website interesting and useful to you, and does it address your questions about immigration to Finland?
4. Can you determine whether you trust this site, and what are your major factors for deciding whether to trust the company's services based just on its website?
5. Do you think the application procedure is difficult? Were you able to readily locate the feedback form?
6. Does this website bring value to you as a Fintegra's customer and your family?
7. Could you possibly use your smartphone to give me your thoughts on my website? Would you prefer the mobile or desktop version of the site? What are the biggest drawbacks you perceive in the site's mobile version?

Appendix 6. Usability testing plan and tasks for lo-fi prototype, hi-fi prototype, and MVP of the website

Test plan

Participants:	Company's customers and the thesis author performing role of a facilitator.
Required training:	Not necessary for the most part. Very basic technical skills are re-quired (knowing how to use modern apps on mobile, knowing how to handle personal data).
Goal and objectives:	To see how easy a design is to use with a group of representative users.
Methods:	Usability testing.

Tools and environment

Location:	Remotely.
Tools:	Lookback.io and Zoom.
Preparation:	Preparation for usability test is set up in Lookback. The usability test agenda and instructions as well as the app prototype link are available in Lookback. The thesis author shared the link with participants.
Procedure:	When the user clicks on the link, instructions on how to complete the exam will appear for him to read. The facilitator may then communicate with him and study his facial expressions and overall reaction to the prototype if he agrees to share his screen and voice while interacting with it. Alternatively, the system begins to track his behavior. The recordings from the usability testing sessions are saved on Lookback's dashboard.
Evaluation metrics:	Pass/Fail for each test task. Average time spent of the task completion.
Scenario:	A potential customer who is seeking the best way of obtaining a Residence permit and immigrate to Finland. The person need to find contact form and fill it so company's representative can contact for further actions.

Welcome words:

"Hello!

Thank you for taking the time out today to speak with me. Our company intends to establish Finconsult, a new website that will progressively replace Fintegra. The goal of this phase of study is to discover and confirm our vision for this new website, what content should be added. I'll ask some open-ended questions and then show you some early prototypes during this session. Although the exam will be recorded, everything you say and your video will be kept completely private and anonymous. Our questions have no correct or incorrect answers! Because the prototypes we'll be evaluating are unfinished, please speak out loud as much as possible during these assignments about whatever's on your mind. When you're ready, press start".

Tasks**1st task is to enter main website page and leave a contact request form**

1. User opens the main website page of Finconsult
2. Scrolls and search for a Contact Us button
3. Clicks or taps on Contact Us button
4. Users fills in all requested fields of the contact form
5. User click or taps on submit button
6. The user is automatically redirected to <https://finconsult.fi/thank-you-page>

2nd task is to find available business for sale, choose one depending on a price and fill in contact form.

1. User opens the main website page of Finconsult
2. User finds Business immigration page and opens it
3. From Types of business immigration user clicks on Buy ready-made business
4. Scrolls and search for available companies
5. Clicks or taps on Learn more button
6. Users fills in all requested fields of the contact form
7. User click or taps on submit button
8. The user is automatically redirected to <https://finconsult.fi/thank-you-page>

3d task is to enter main website page and leave a contact request form

1. User opens the main website page of Finconsult
2. User finds Immigration to Finland page and opens it
3. User scrolls until he/she finds types of immigrating to Finland
4. User opens Family reunification type of immigration
5. From the page user finds who is considered as a family member according to the Finnish immigration law
6. User tells the right answer to the facilitator
7. Facilitator confirms whether answer is correct

Appendix 7. System usability scale for the usability testing

System Usability Scale

Instructions:

For each of the following statements, mark one box that best describes your reactions to the website today.

Strongly
Disagree

Strongly
Agree

1. I think that I would like to use this website frequently.

Strongly
Disagree

Strongly
Agree

2. I found this website unnecessarily complex.

Strongly
Disagree

Strongly
Agree

3. I thought this website was easy to use.

Strongly
Disagree

Strongly
Agree

4. I think that I would need assistance to be able to use this website.

Strongly
Disagree

Strongly
Agree

5. I found the various functions in this website were well integrated.

Strongly
Disagree

Strongly
Agree

6. I thought there was too much inconsistency in this website.

Strongly
Disagree

Strongly
Agree

7. I would imagine that most people would learn to use this website very quickly.

Strongly
Disagree

Strongly
Agree

8. I found this website very cumbersome/awkward to use.

Strongly
Disagree

Strongly
Agree

9. I felt very confident using this website.

Strongly
Disagree

Strongly
Agree

10. I needed to learn a lot of things before I could get going with this website.

Please provide any comments about this website:

Appendix 8. The affinity diagram that shows the summary of all the findings



Appendix 9. Summary of the results and list of changes for Lo-fi prototype, hi-fi prototype, and implanted MVP

Summary of results

Findings after the lo-fi usability test

- Adding more contrast between the different block with the same content.
- Adding photos of the company's employees on the main page.
- Text content should be revised and improved.
- Immigration benefits should be added.
- Too many CTA buttons.

Findings after the lo-fi usability test

- The users found that amount of information should be shortened.
- Stock images should be changed to the original
- Navigation is pretty logical and improved.
- It is simple to find required information.
- The color appears to be acceptable for the website related to immigration topic.
- All of the pages are viewable, and they all address the requirements of our present website.
- Really enjoyed the use of gradient and blobs.
- Contact form is very simple, no need for extra details.

Findings after implementation of the MVP

- The web site is very fast on mobile devices and tablets.
- It would be nice to add an automatic customizable mask with a country code in the feedback form.
- On the business immigration page, you should add more specific numbers to the business and filing requirements.