

OBJECTIVES



POWERMATIC

1. **Gain Insight** Into Website User Interaction –
Particularly At The *Product Detail Page Level*
2. **Uncover Any Usability Problems** That Are Inhibiting
Dealer Handoff Conversions
3. **Identify Corrective Actions** For Achieving Pre-2015
Dealer Handoff Conversion Rate
4. **Explore Urgency** Of Any Action Items

METHODS

The logo for POWERMATIC, featuring the word "POWERMATIC" in a bold, yellow, sans-serif font. The text is set against a dark, oval-shaped background that has a subtle gradient and a slight shadow, giving it a three-dimensional appearance.

- Attention Reports
 - *Predictive* Eye Tracking Heatmaps & Opacity Maps
- Split Testing – *Quantitative*
 - Controlled Live Experiment to Identify Statistically Significant Differences In User Behavior Between Product Detail Page Design Variants
- User Testing – *Qualitative*
 - Screen + Voice Recording of Participants As They Complete Key Tasks
 - Sheds Some Light On *Known* Unknowns And Helps Reveal *Unknown* Unknowns
- Popular 3520B Lathe Used For Standardization

PAGE VARIANT NO. 2

POWERMATIC

Original



PRODUCTS SERVICE AND SUPPORT COMMUNITY COMPANY WHERE TO BUY

3520B LATHE, 2HP, 1 OR 3PH, 220V
1352001

BUY NOW WHERE TO BUY

OVERVIEW FEATURES SPECIFICATIONS MANUAL ACCESSORIES

HOME > PRODUCTS > LATHES > 3520B LATHE, 2HP, 1 OR 3PH, 220V



CSA & NRTL
5 YEAR WARRANTY

SAVE INFO TO PDF

The Powermatic® 3520B is the third evolution of the time honored lathe with many new and improved features. The 3520B retained all the features of the prior models such as the sliding headstock, electronic variable speed with low and high speed ranges, and the spindle lock. The enhanced features include a digital RPM readout, built in spindle indexing on the head stock, and a re-designed tailstock with internal storage, chrome trimmed handwheels, and a laser etched quill which is self-ejecting. Additional features include a set of dead centers which hold a spindle for visual comparison, a two position mount for the optional bed extension, a sliding hammer knockout rod with brass tip, an attached tool caddy and a metal shelf for tool storage.



THIS PRODUCT IS AVAILABLE TO VIEW ON A SHOWROOM FLOOR NEAR YOU:



The Hardwood Connection
Sycamore, IL
Get Directions
View All Products



Woodcraft - 506
New Berlin, WI
Get Directions
View All Products

Change Location: 60134 **UPDATE**

SIGN UP FOR UPDATES ENTER EMAIL



Warranty Registration | Privacy Policy | Feedback | ©2015 Powermatic. All rights reserved.

Alternate Light



PRODUCTS SERVICE AND SUPPORT COMMUNITY COMPANY WHERE TO BUY

HOME > PRODUCTS > LATHES > 3520B LATHE, 2HP, 1 OR 3PH, 220V

OVERVIEW FEATURES SPECIFICATIONS MANUAL ACCESSORIES

3520B LATHE, 2HP, 1 OR 3PH, 220V
1352001



CSA & NRTL
5 YEAR WARRANTY

SAVE INFO TO PDF

The Powermatic® 3520B is the third evolution of the time honored lathe with many new and improved features. The 3520B retained all the features of the prior models such as the sliding headstock, electronic variable speed with low and high speed ranges, and the spindle lock. The enhanced features include a digital RPM readout, built in spindle indexing on the head stock, and a re-designed tailstock with internal storage, chrome trimmed handwheels, and a laser etched quill which is self-ejecting. Additional features include a set of dead centers which hold a spindle for visual comparison, a two position mount for the optional bed extension, a sliding hammer knockout rod with brass tip, an attached tool caddy and a metal shelf for tool storage.



THIS PRODUCT IS AVAILABLE TO VIEW ON A SHOWROOM FLOOR NEAR YOU:



The Hardwood Connection
Sycamore, IL
Get Directions
View All Products



Woodcraft - 506
New Berlin, WI
Get Directions
View All Products

Change Location: 60134 **UPDATE**

SIGN UP FOR UPDATES ENTER EMAIL



Warranty Registration | Privacy Policy | Feedback | ©2015 Powermatic. All rights reserved.

LIVE EXPERIMENT

The logo for POWERMATIC, featuring the word "POWERMATIC" in a bold, yellow, sans-serif font, set against a dark, oval-shaped background with a subtle gradient and a slight shadow effect.

- December 11 - 29, 2015
- 1,121 Unique Visitors To 3520B Lathe Page
 - 1/3 Shown Unaltered *Original* (Control)
 - 1/3 Shown *Alternate Dark* Variant
 - 1/3 Shown *Alternate Light* Variant
- Winner Must Reach 90% Statistical Significance
 - Results Are Reliable, Not Random
- Conversion Goal = “Buy Now” clicks
- JPW & Dorn IPs Filtered Out

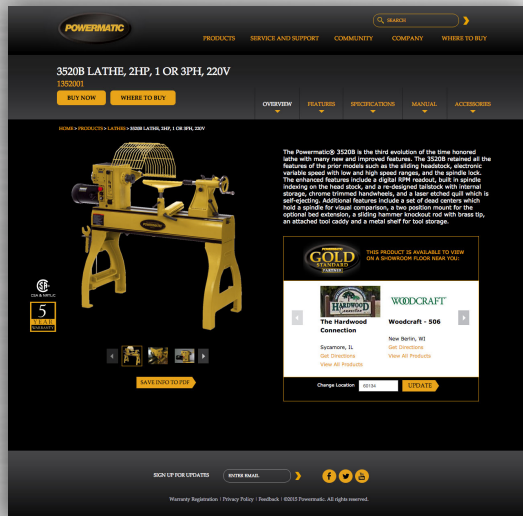
AND THE WINNER IS ...

POWERMATIC

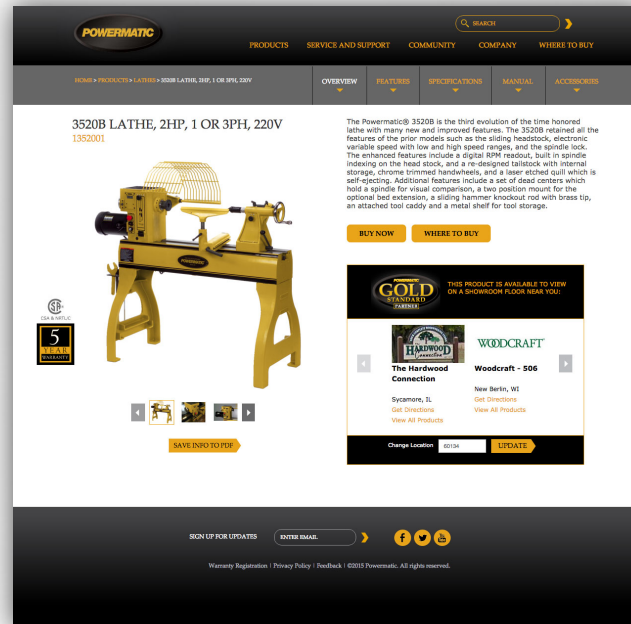
Control
13.30% Conv. Rate

+61%
21.41% Conv. Rate

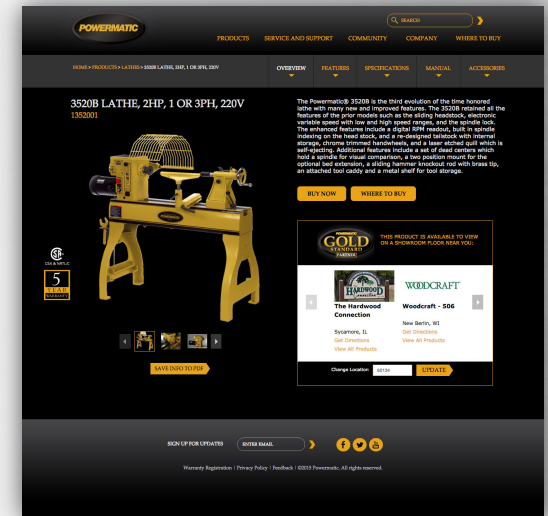
+10%
14.63% Conv. Rate



Original



Alternate Light



Alternate Dark

FINAL RESULTS

POWERMATIC

Variations	Visitors	Buy Now Clicks	Where To Buy Clicks	Engagement
Original	376 33.5%	--- 13.30%	--- 6.12%	--- 79.79%
Alternate White	369 32.9%	▲ +61.0% Improvement 21.41% Conversion Rate	+28.5% 7.86%	+2.6% 81.84%
Alternate Dark	376 33.5%	+10.0% 14.63%	+17.4% 7.18%	-2.0% 78.19%

- Both Alternate Variants Outperformed The Unaltered Original
- Winning Rate Of Improvement *Almost Entirely* Accounts For The Conversion Rate Drop-Off Since Feb. 2015
- Winner Also Showed Tendency For “Where To Buy” Improvement
- Overall Engagement Was Similar Across The Board

ACTION ITEMS



POWERMATIC

- Adopt Split Test Winning Layout For Item Detail Pages
 - Move Call-To-Action Buttons Beneath Description
 - Move Item Name (Headline) Down Into Perceived Main Body
 - Move Breadcrumbs Up Into Perceived Content Header
 - Change Main Body Background to White
- Mitigate Call-To-Action Button Confusion
 - A. Change To “Buy Online” and “Local Dealers”, or;
 - B. Rework Into One All-Purpose “Shop Now” Button
- Mitigate Confusion Relating To Showroom Locator
 - Change Label To Better Communicate The Purpose
e.g. In-Stock At These Stores Near You
 - Add Links To Dealer Names and Logos