

User Research to Inform Redesign of the Plex Systems Website

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Background

- **Client:** Plex Systems is the developer of Plex Online, a cloud ERP solution for manufacturers that is widely used in highly regulated, quality-driven industries
- **Website:** Plex.com is at the heart of the company's integrated marketing activities and supports sales by generating leads for Plex Online
- **Challenge:** Improve lead quality and increase web conversions and time on site through Plex.com redesign

Objectives

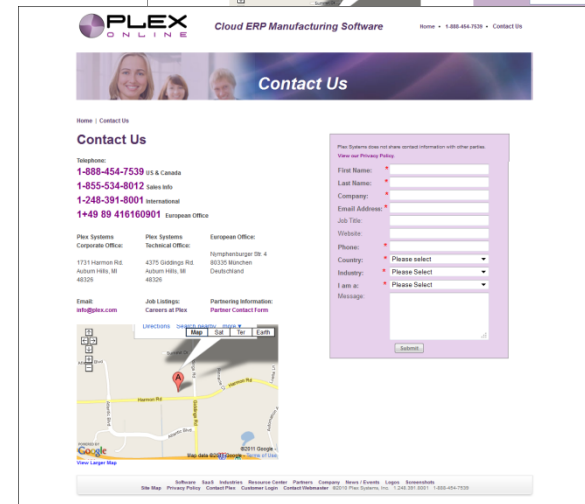
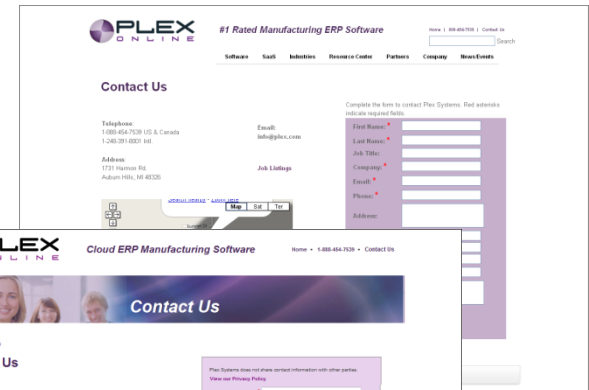
- Validate initial design improvements by exploring how easily users find information pertinent to them and how helpful they say the information is
- Identify barriers in the contact process by exploring how easily users find contact information and their reactions to the contact form

Methodology

- Identify new Plex Systems customers and prospects in diverse industries to participate
- Interview participants to learn how they research a manufacturing ERP product and what information they need
- Observe participants using the website to research Plex Online
- Recommend design refinements to address usability issues

Results of Website Redesign: Q1 2010 – Q1 2011

- Website conversion rates increased 71%
- Average time on site increased 45%
- Plex Systems revenue grew 27% over the previous year
- Annualized ROI on the project is 269%



Contact Us page before (back) and after (front) redesign. Phone numbers and email addresses are more prominent now, to support users who prefer these contact methods. The contact form includes fewer fields and some dropdown menus to streamline its completion, plus a privacy policy link.

"By testing . . . we discovered quickly what information was needed, how hard it was to find, and what the overall performance of the website would be before launch."
—Patrick Fetterman, Vice President of Marketing, Plex Systems