

## Case Study – Website Redesign

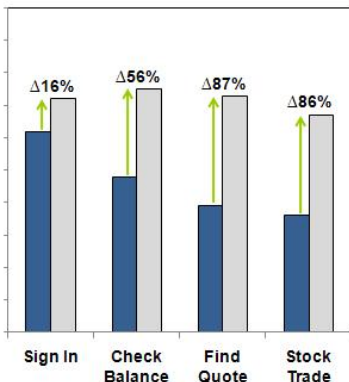
**About Zecco Holdings, Inc.:** Zecco.com is a financial portal of Zecco Holdings, Inc., which also provides access to Zecco Trading, Inc.'s and Zecco Forex, Inc.'s trading services. In 2009, Zecco set out to better meet the needs of its users by updating its portal and upcoming trading platform. After gathering extensive customer feedback, the company undertook a major website overhaul to improve both the back- and front-end experience for its users.

### Key Findings

- Customer experience on Zecco.com dramatically improved: The site showed over 85% improvement in users' ability to find a stock quote and conduct a trade
- Zecco launched a mobile trading application in response to over 50% of users requesting this feature
- ROI: Zecco saved \$300,000 in support costs by improving website sign-in based on results from this research

### PERCENT CHANGE IN EASE OF USE PER TASK (TOP 2 BOX)

How easy or difficult was it to complete this task?



### Objective

Zecco's objectives were to make great improvements to the customer experience on its website, while at a minimum, achieving parity or better in site performance. The goals of this research were as follows:

- Evaluate the user experience on Zecco.com
- Benchmark the site's performance to measure future enhancements
- Determine new services/content that would be helpful to site visitors
- Identify key areas for improvement

### Solution

In order to meet these objectives, Zecco engaged eVOC Insights to conduct a comprehensive series of lab-based and web-based evaluations to understand the current profile of visitors, overall ease of use and feature satisfaction, and back-end performance and execution of the site experience across key tasks. eVOC conducted three waves of web-based quantitative evaluations to benchmark performance across three phases of the website, as well as lab-based qualitative usability testing to evaluate the effectiveness of the new prototype designs. Below is the research roadmap:

- Web-based Evaluation (Wave 1):** Benchmark Zecco.com Portal (V1) and upcoming Trading Platform (V1)
- Lab-Based Usability:** Evaluate prototype for Zecco.com Portal and upcoming Trading Platform
- Web-based Evaluation (Wave 2):** Evaluate Zecco.com Portal (V2) and upcoming Trading Platform
- Web-based Evaluation (Wave 3):** Benchmark Zecco.com Portal (V3) and upcoming Trading Platform (V2)

Zecco recruited stock and options traders from its customer database and asked them to conduct key tasks on Zecco.com, including signing in, changing their password, checking their balance, finding a quote, and conducting a trade using the upcoming Trading Platform. After completing these tasks, respondents answered follow-up questions to evaluate the site's performance and suggest improvements. Questions were exactly the same in all three waves, guaranteeing apples-to-apples benchmarks from which to compare the effectiveness of site changes.

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### Insights

From Wave 1 to Wave 3, the Zecco.com website and upcoming trading platform significantly improved:

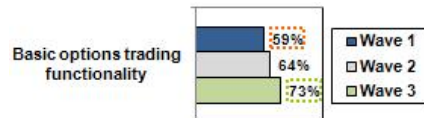
- Significant increases in overall performance metrics:
  - Overall design preference: **80% Improvement**
  - Site Organization: **75% Improvement**
- Significant increases in ease of use across tasks:
  - Find Quote: **87% Improvement**
  - Conduct Stock Trade: **86% Improvement**
  - Check Balance: **56% Improvement**
- Significant increases in satisfaction with site areas:
  - Appealing Look and Feel: **82% Improvement**
  - Account and Balance Information: **48% Improvement**

Additionally, Zecco collected clear and actionable feedback from users to address several new feature enhancements:

- More basic options trading functionality
- After-hours trading
- Ability to make trades on a mobile device

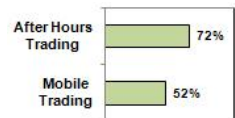
#### FEATURE IMPORTANCE

*How important to you are the following features or attributes?*



#### FEATURE ENHANCEMENTS

*Which of the following features would you like to see added to Zecco.com?*



### ROI

Zecco achieved significant ROI from its work with eVOC Insights. eVOC identified and quantified a unique marketing opportunity: the creation of a mobile trading application for Zecco customers. In February of 2011, Zecco released 'Zecco Mobile Lite,' an application for iPhone® and iPod touch® that provides customers with account/portfolio access, charting, research, news, and alerts with automatic sign-in – all features that users requested in eVOC's research. The application has a rating of over 4 out of 5 stars in Apple's® App Store.

Additionally, Zecco was able to use customer feedback on the site's login process to make account sign-in significantly more streamlined and intuitive. The resulting decrease in call volume to Zecco's support center related to the sign-in process saved the company \$25,000 per month, amounting to \$300,000 last year. Zecco is confident that other site updates informed by the research will continue to reduce support costs and increase revenue.