

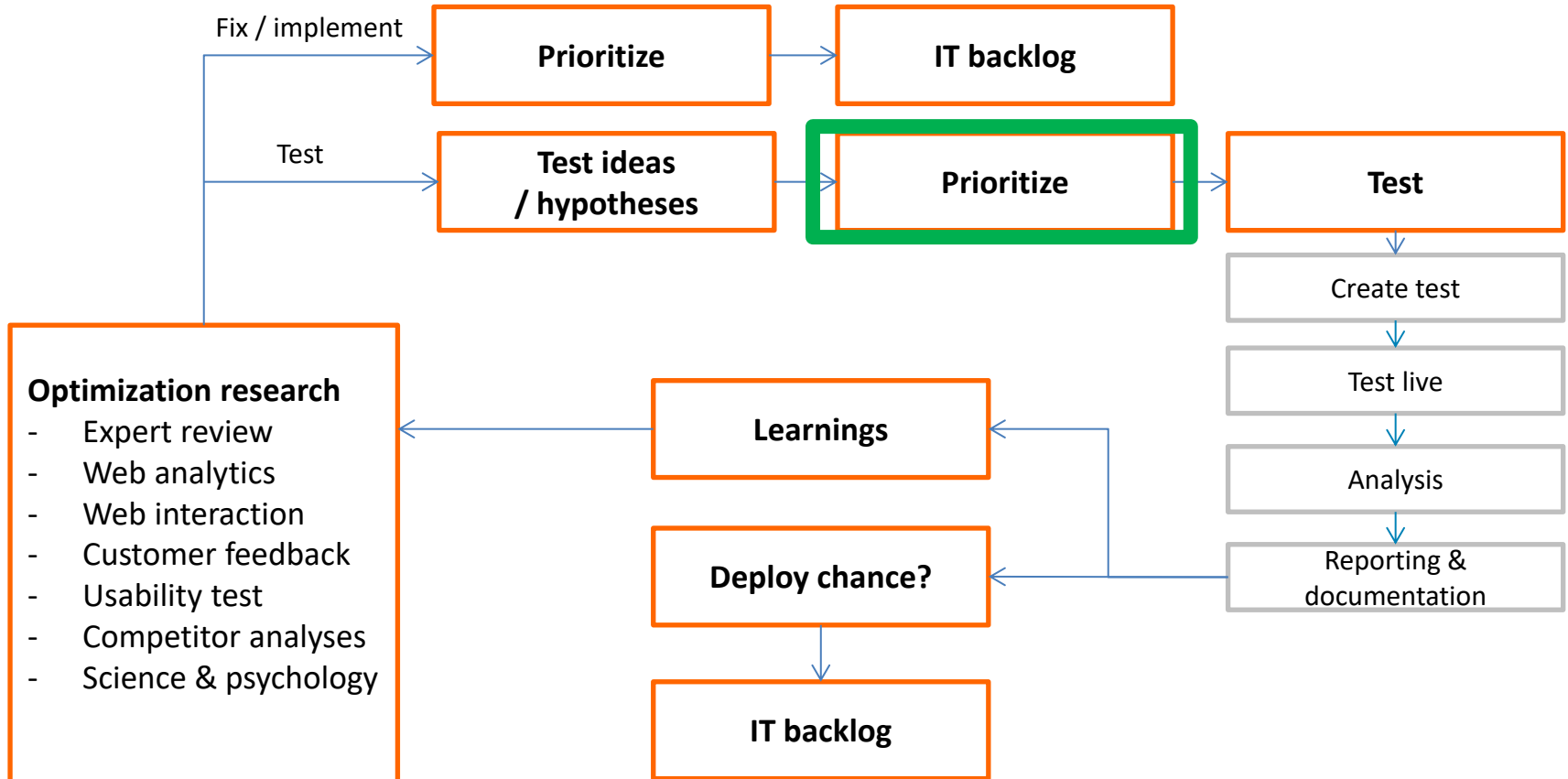
SECTION 4: PRIORITIZE

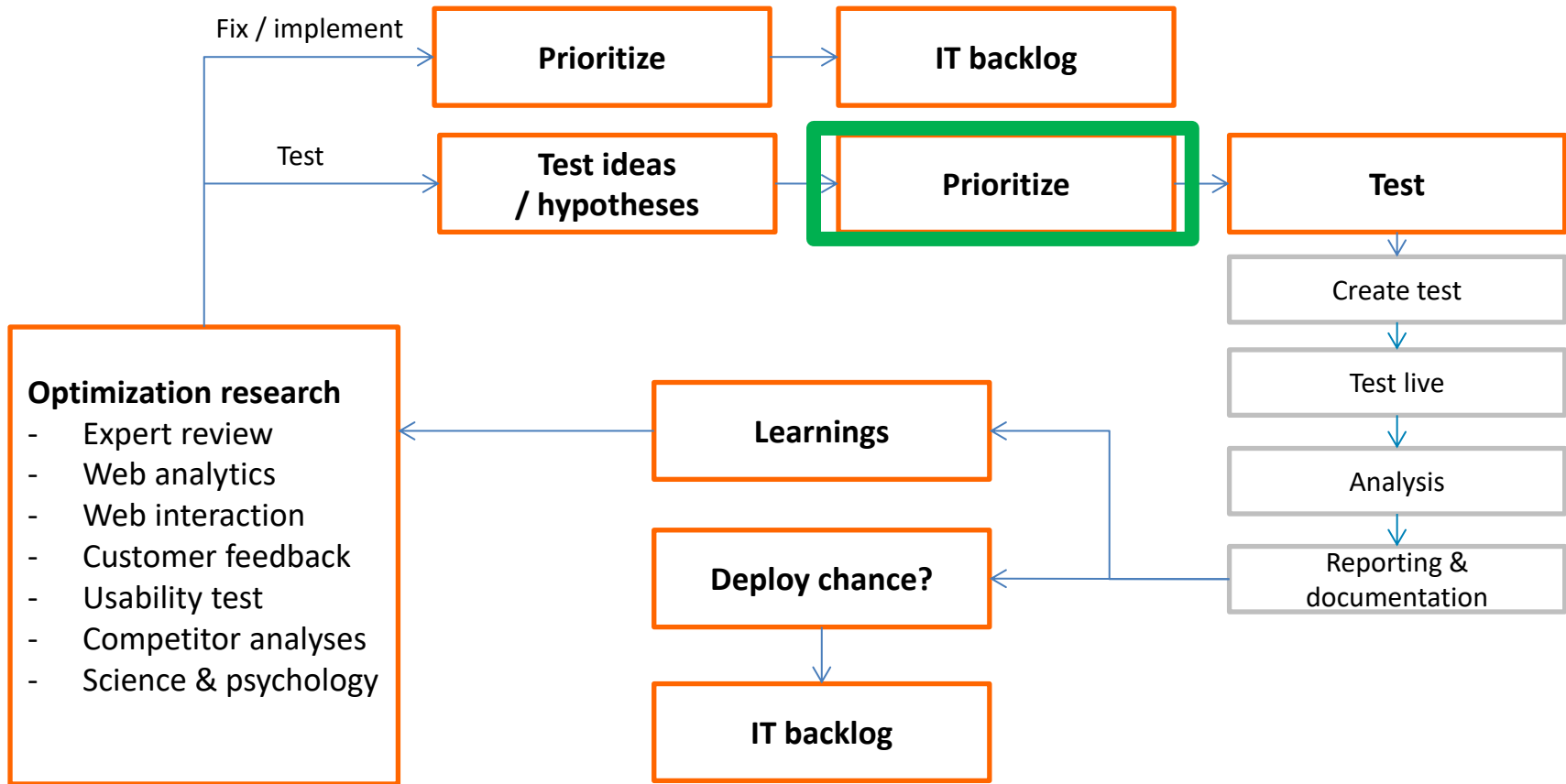
The Complete Conversion Optimization course
Ruben de Boer - conversionideas.com



PIE, ICE AND PXL

SECTION 4: Prioritize





PIE score

Average of:

- Potential: How much improvement will the change make?
- Importance: How much traffic will see the change and how valuable is the traffic?
- Ease: How easy is it to implement the change?

ICE score

Average of:

- Impact: What will be the impact if this works?
- Confidence: How confident am I this will work?
- Ease: How easy is it to implement the change?

PIE & ICE

- Subjective scores
- Not fact based
- Therefore not the best frameworks

PXL prioritization framework by ConversionXL

Test hypothesis: Is it...	Above the fold?	Noticable within 5 sec? (2 or 0)	Adding or removing an element? (2 or 0)	Designed to increase user motivation?	Running on high traffic page(s)?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESULT
Re-structure and re-write the copy on the Tour page	1	2	2	1	1	1	1	1	0	2	12
Reverse the order of the home page content blocks	1	2	0	0	1	0	0	1	0	3	8
Increase body copy font size for mobile	0	2	0	0	1	0	0	0	0	2	5

PXL

Does not contain:

- A score for hypotheses based on scientific research
- A score if similar tests have been successful before on your website



A MORE COMPLETE FRAMEWORK

Conversion Ideas Framework

			Times proven	Above the fold	Noticeable in 5 sec.	Usability test	Customer feedback	Web analytics	Web interaction	Science	Traffic	% revenue	Ease	Total score
Testhypothesis	Device	Page(group)		yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	low = 1 medium = 2 high = 3	<20% = 1 21-60% = 2 >61% = 3	< 4hours = 3 4-8hours = 2 <2days = 1 >2days = 0	

Conversion Ideas Framework

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Changing the value proposition, into a val...	all	Front page	0	1	1	0	1	1	1	1	3	3	3	15

Conversion Ideas Framework

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Testhypothesis	Device	Page(group)		yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	yes = 1 no = 0	low = 1 medium = 2 high = 3	<20% = 1 21-60% = 2 >61% = 3	< 4hours = 3 4-8hours = 2 <2days = 1 >2days = 0	
Changing the value proposition, into a val...	all	Front page	0	1	1	0	1	1	1	1	3	3	3	15
Changing the position of the social proof...	all	Front page	0	1	1	0	0	1	1	1	3	3	3	14