

Building for Longevity: How Continuous Improvement Enhances Website User Engagement

cantarus



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Agenda

Introducing Cantarus

Benefits of Continuous Improvement

How you can get started

Case Studies

Q&A

We help membership
organisations build
meaningful engagement
with their members.

cantarus

A leading **Independent** Digital Agency based in Manchester, with remote teams in London, Europe and the USA.

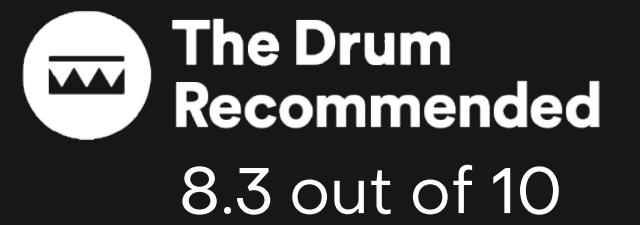
75 Strong Team including 35+, UK-based, **Full-Stack Developers**

Established in 2003, +25% Average Annual Growth since 2008

Award-winning Experience Design Team

Unrivalled experience in the membership sector with around 70 clients

World-class +65 Net Promoter & 98.6% CSAT Scores



Our Services

Web & App Engineering

We implement the right technologies for your digital organisation to thrive in an ever-changing world

Experience Design & Branding

We shape engaging, effective online experiences and craft memorable visual identities that drive your brand forward

Data & Insight

Unleashing the power of data-driven, evidence-based decision making for your organisation

Online Community

Empower your audience to reach, connect and engage with each other in a secure online space

Support & Hosting

We augment your digital teams seamlessly with a world-class client success team and flexible, secure hosting packages

Consultancy

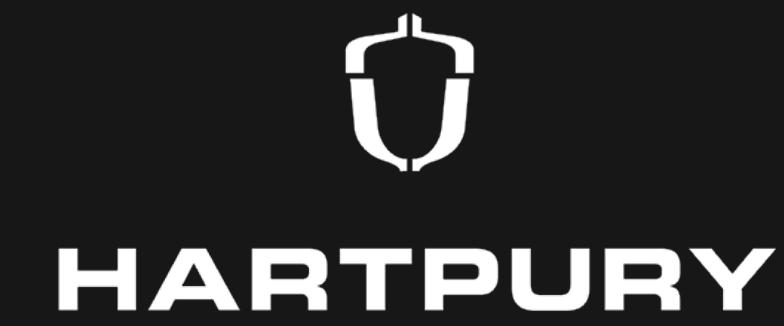
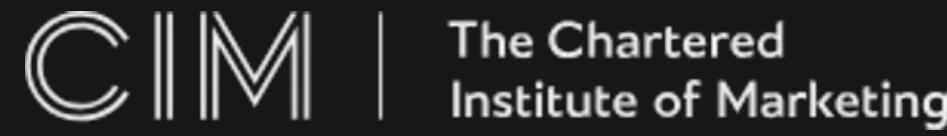
We gain a deeper understanding of your business to provide thorough and informed agnostic guidance

Selected Clients



Royal College
of Physicians

WH Smith



Sector Experience

How our influence is shaping the future of the membership sector

70+

Membership clients

7

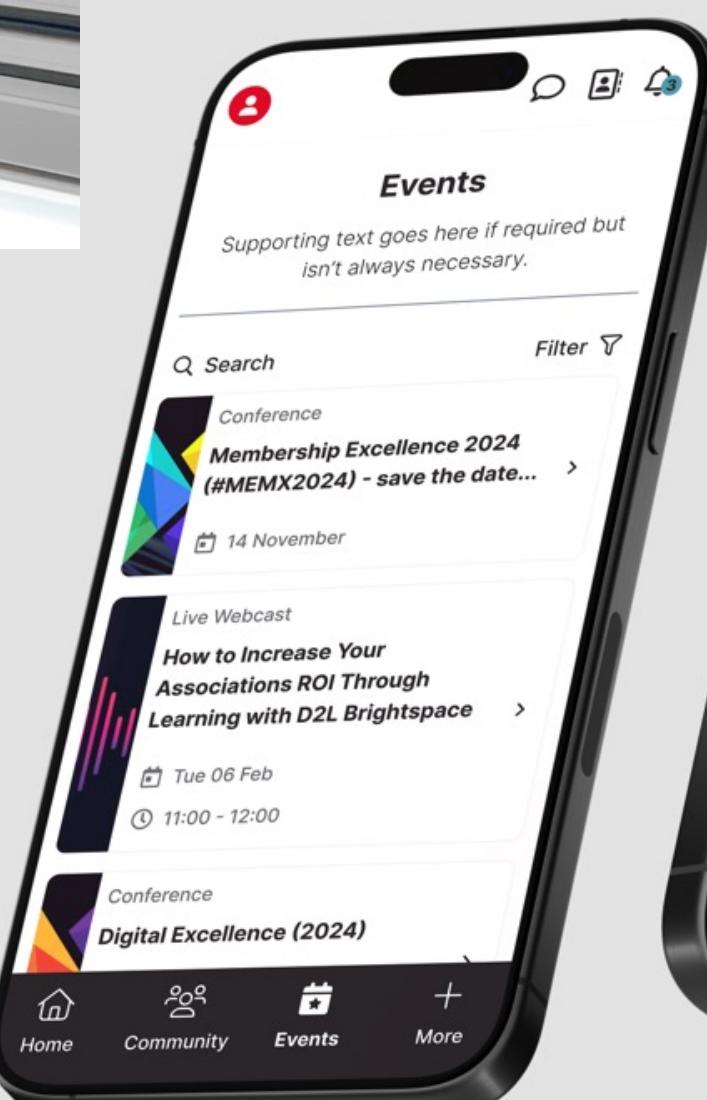
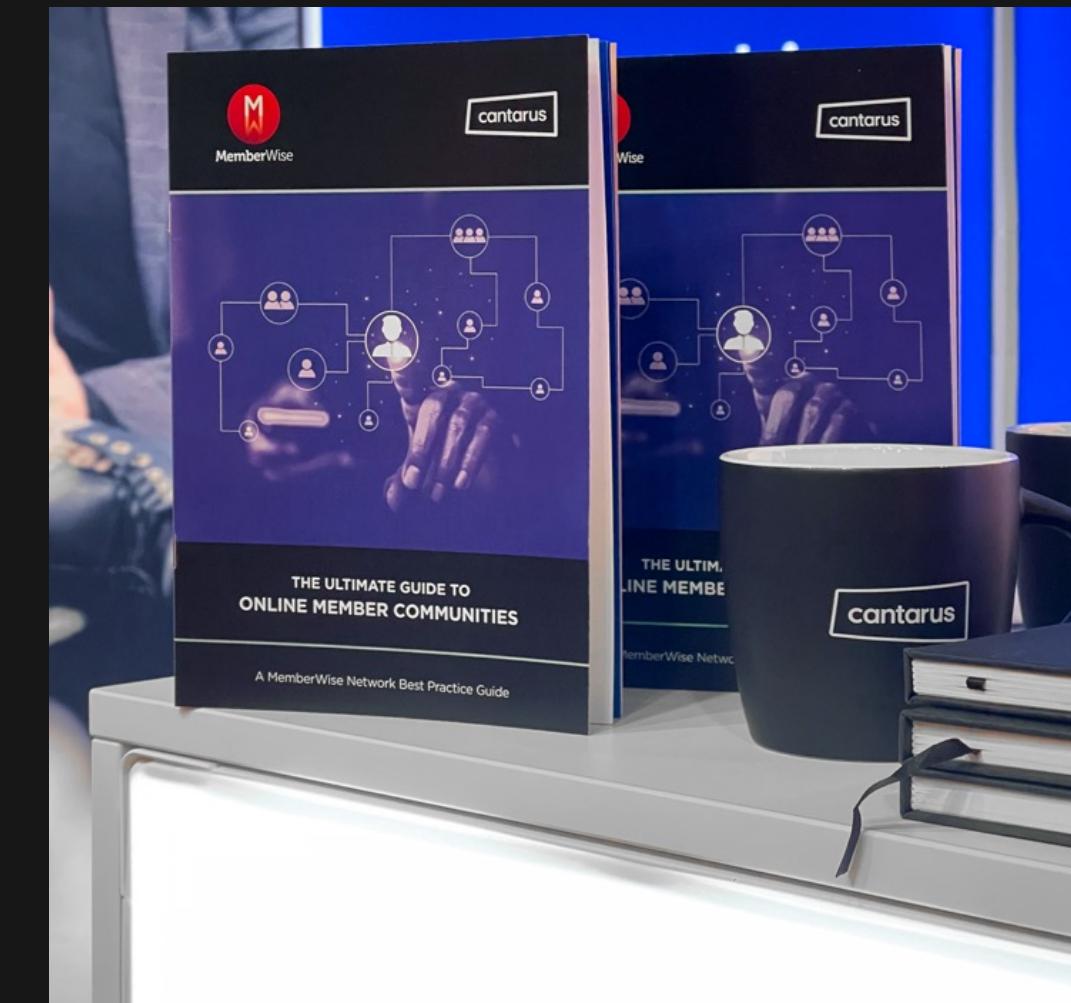
Years as a MemberWise partner

6

Former membership executives on staff

100s

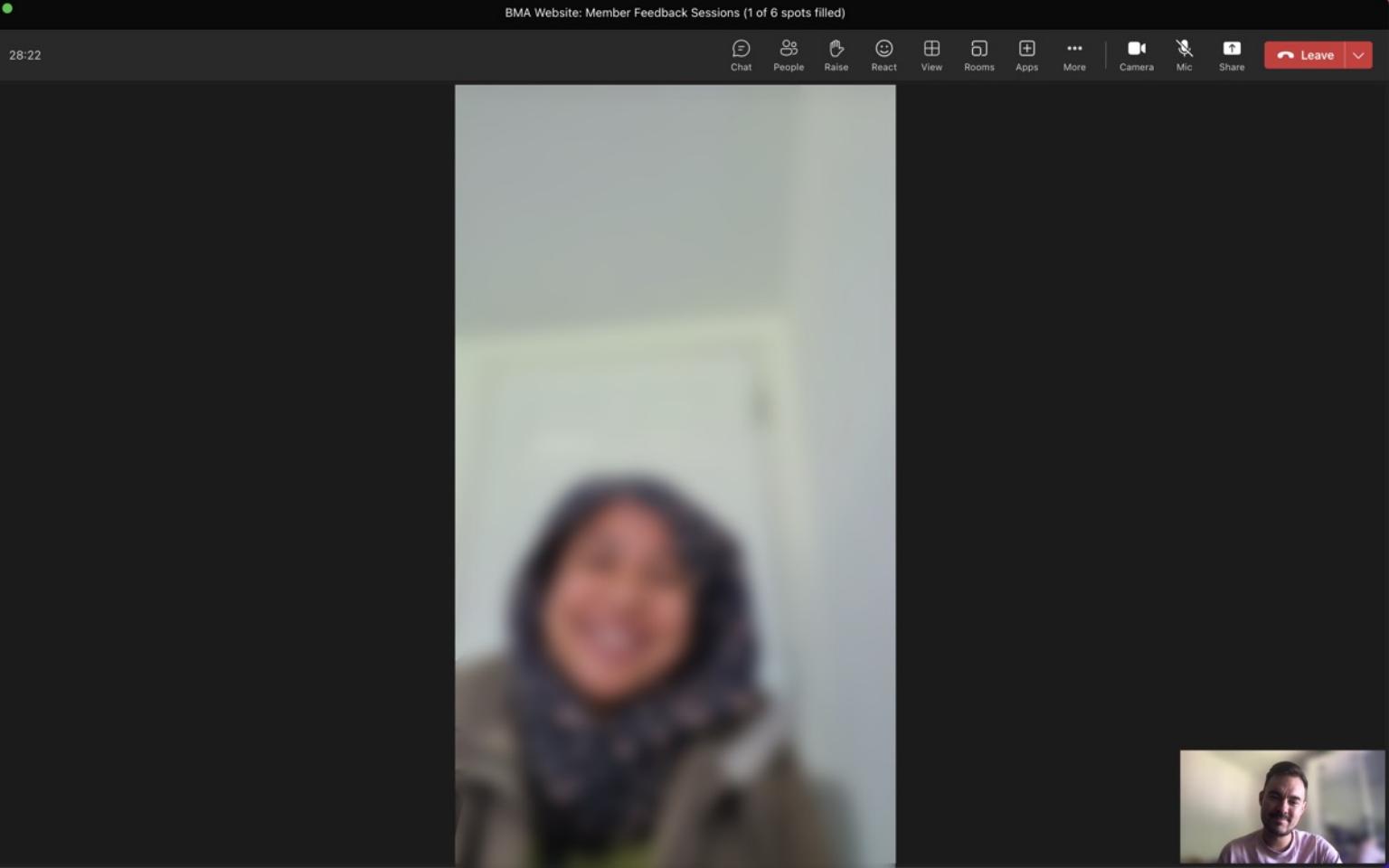
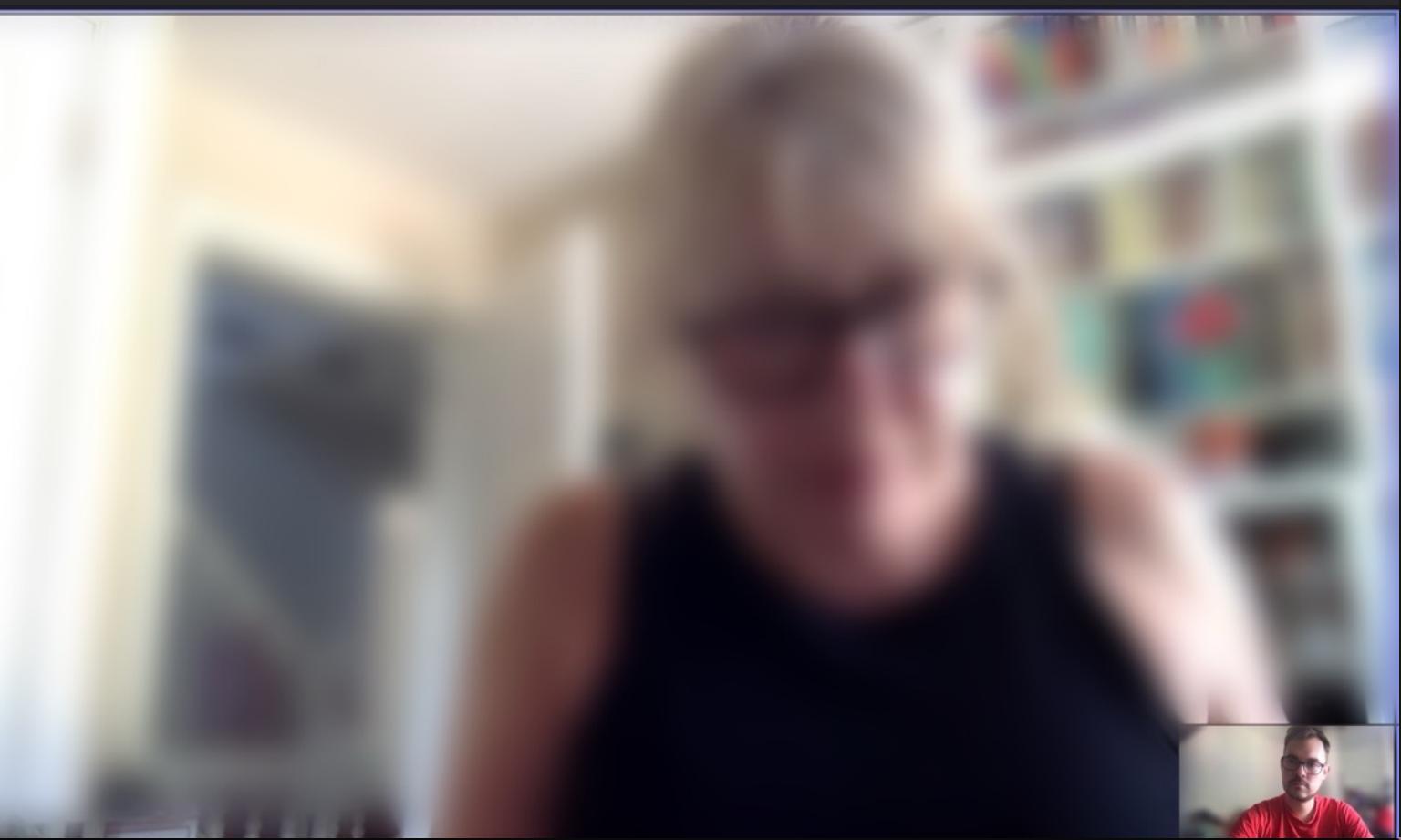
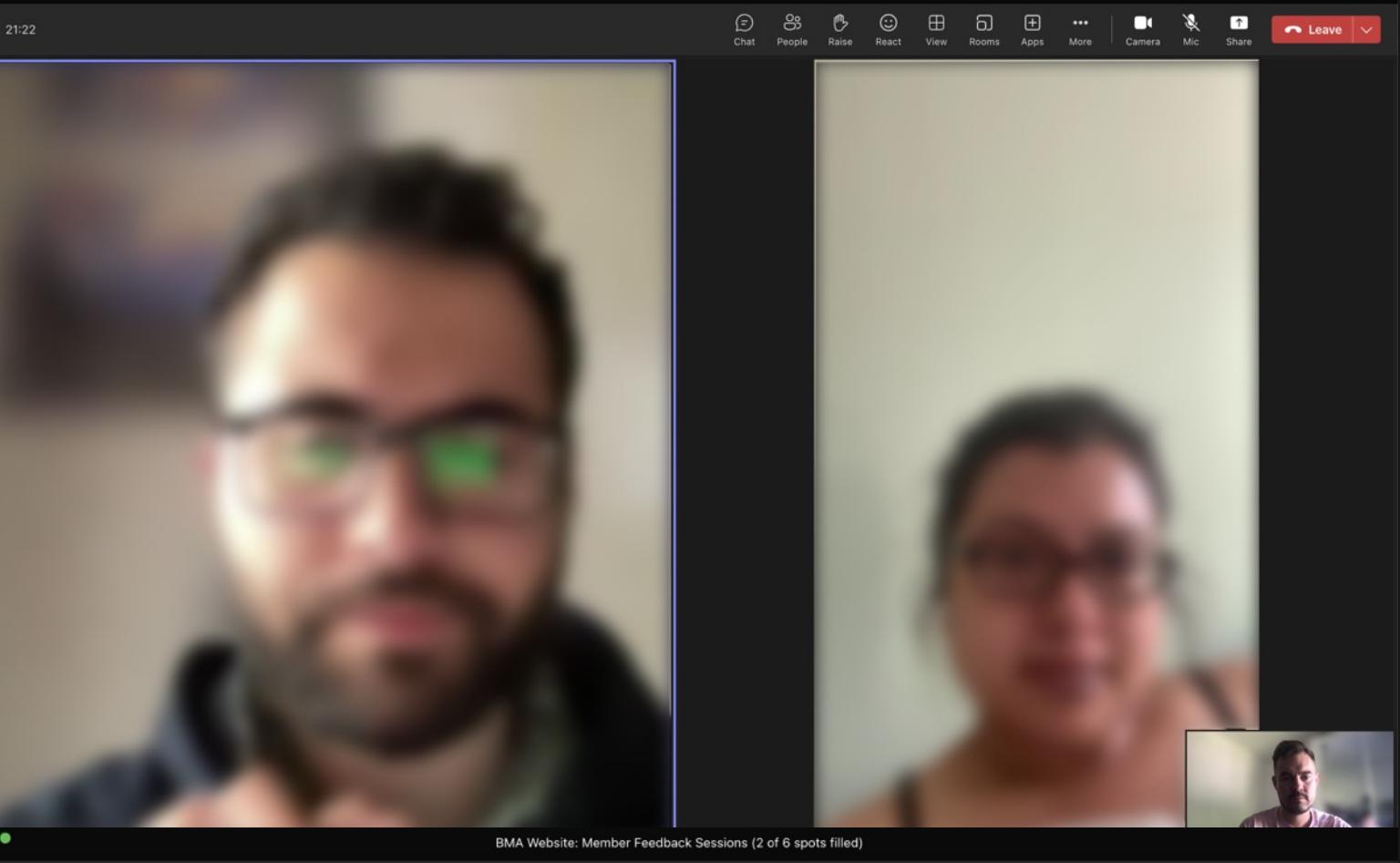
Of successful projects



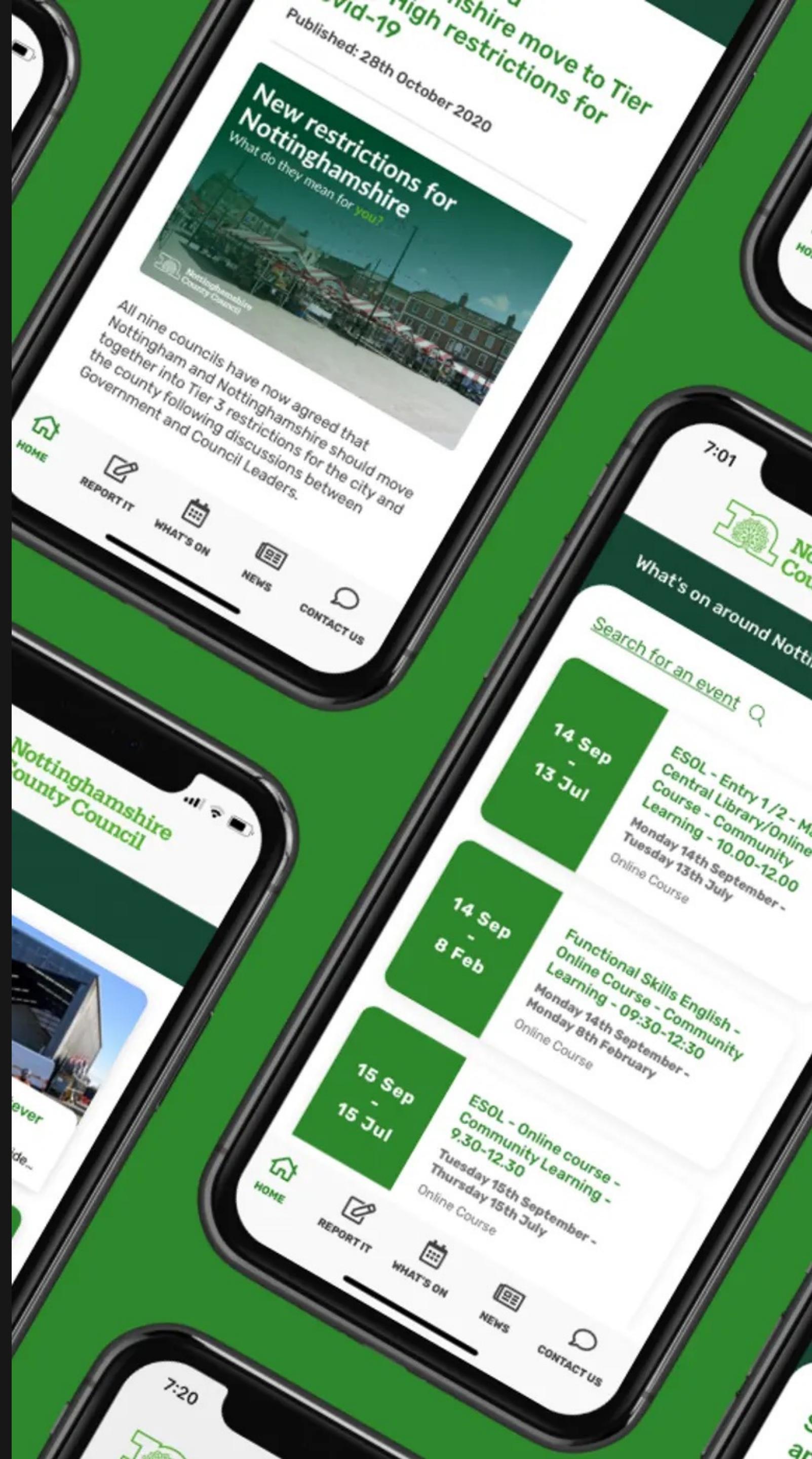
Websites are for life.
Not for Christmas.

Your website is a living thing. It
needs to be listened to,
nurtured and cared for so it can
both survive, and thrive.

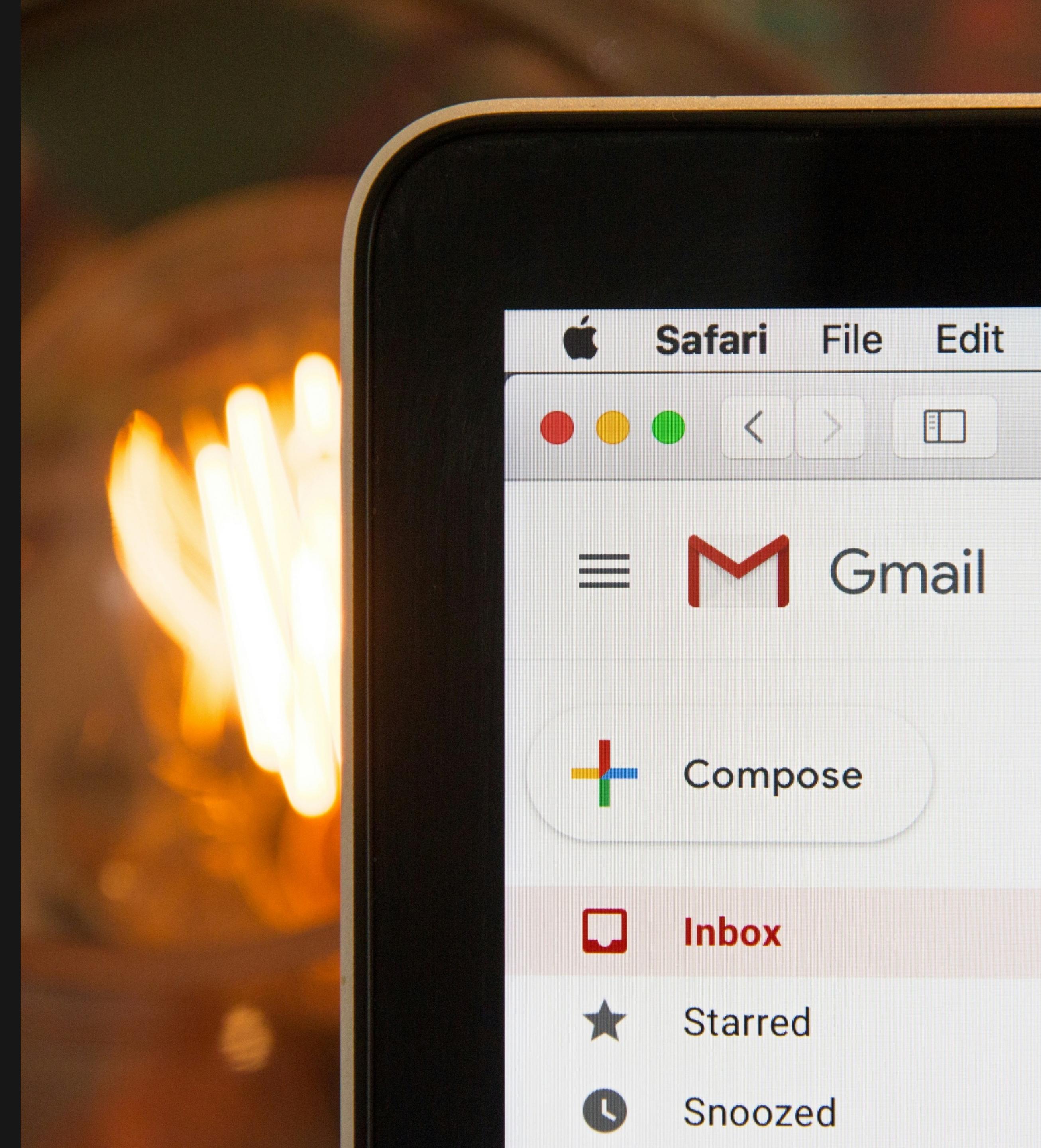
You can't enhance a website for users without understanding them



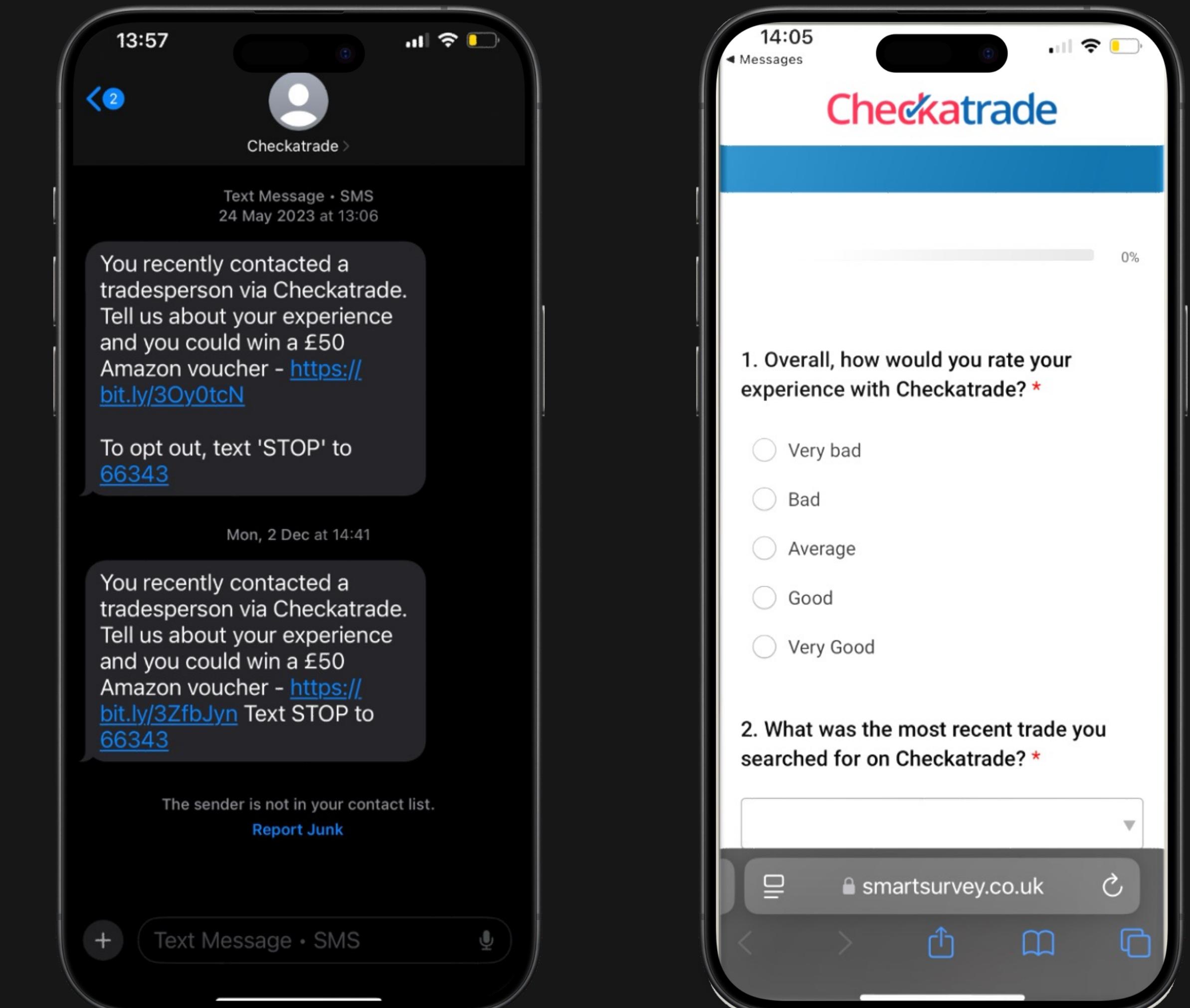
You can't enhance a website if you don't know what users are doing



You can't
enhance a
website if you
don't explore
where people
come from



You can't
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come from



You can't
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where people
come from



ORDER 

Your order is on the way

In the meantime, take a look at our fitting guide [here](#) so that you're ready to go as soon as your glass arrives.

Get 10% off your next order with code:
7DB9G

[View your order](#)

or [Visit our store](#)

You can't meet financial targets if you drive customers away

Just had an interesting charity website experience. As part of our family Secret Santa I was drawn to give a £50 donation to one of three charities that the person my gift was for had selected. So I had to decide which one to go with.

I decided to go with the first one on the list, however its website asked me to answer two mandatory questions before I could donate. Unfortunately, for the question "Which service has inspired you to make a donation?", none of the dropdown choices were relevant - but I couldn't proceed with my donation unless I answered it. This was an unnecessary and badly thought out form providing unnecessary obstacles to making a donation. All they needed was a 'not applicable' option. The net result is that it frustrated my ability to donate so I gave it to the Salvation Army, which was number two on the list.

I guess it's a bit of a rant, but also an example of considering user experience, especially on something as fundamental as a donate button! Just sharing it in case anyone has had to deal with similar issues. 

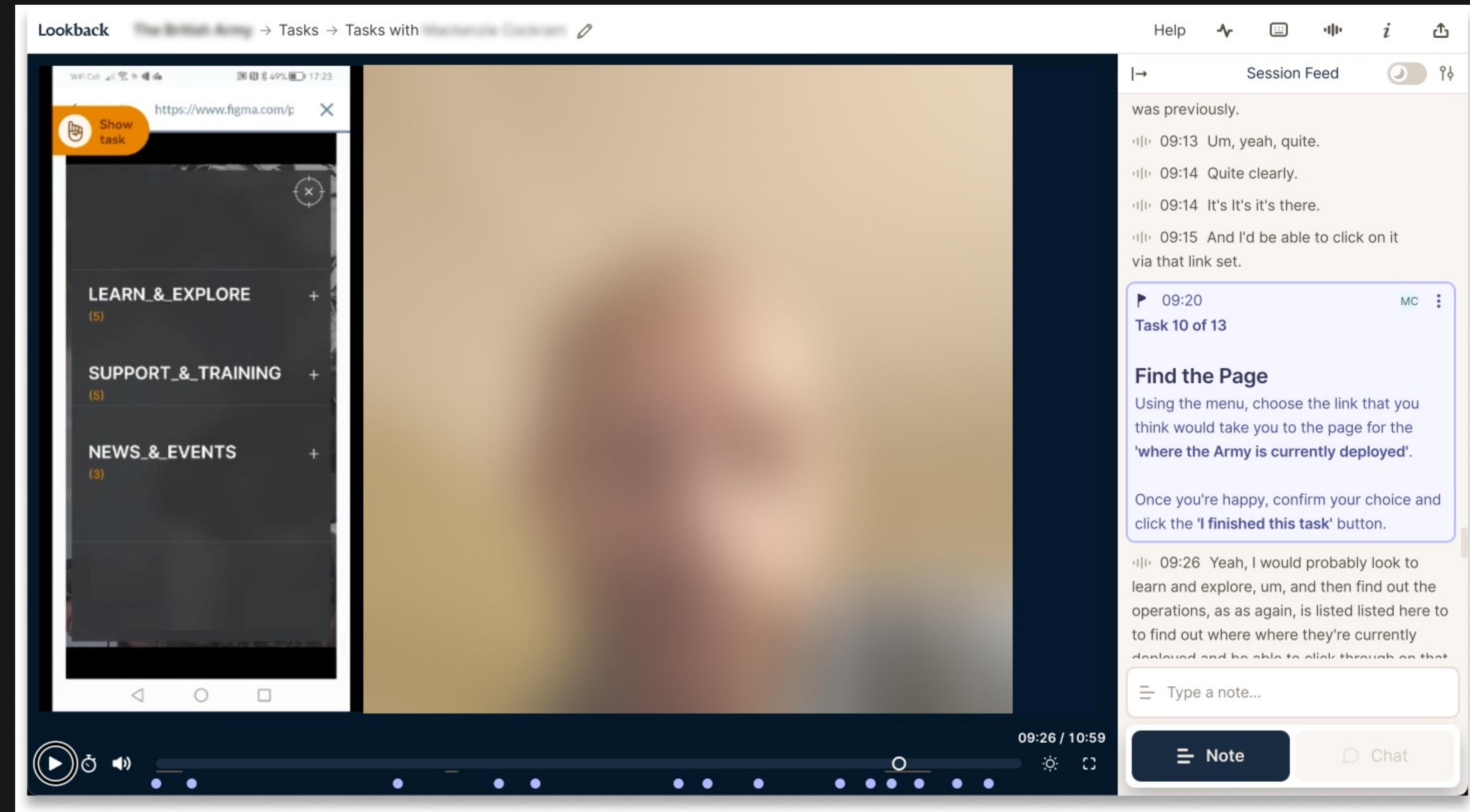
A Continuous Improvement
approach can help.

Poll 1

Which of these best fits the ability your organisation has to monitor journeys and use that insight to enhance them?

So...where do we start?

Test. Learn. Improve.



The image shows a screenshot of a video recording interface, likely from a tool like Lookback. The interface is split into two main sections: a recording preview on the left and a session feed on the right.

Recording Preview (Left): This section shows a blurred screenshot of a mobile application. The app's interface includes a header with a 'Show task' button, a list of categories: 'LEARN_&_EXPLORE' (5), 'SUPPORT_&_TRAINING' (5), and 'NEWS_&_EVENTS' (3). The recording status at the bottom indicates '09:26 / 10:59'.

Session Feed (Right): This section displays a transcript of a video session. The transcript includes:

- Session Feed header with a play button, a clock icon, and a 'Session Feed' button.
- Text messages:
 - 09:13 Um, yeah, quite.
 - 09:14 Quite clearly.
 - 09:14 It's it's there.
 - 09:15 And I'd be able to click on it via that link set.
- A task card for 'Task 10 of 13' with the title 'Find the Page' and instructions: 'Using the menu, choose the link that you think would take you to the page for the 'where the Army is currently deployed''. It also includes a note: 'Once you're happy, confirm your choice and click the 'I finished this task' button.'
- Message from 09:26: 'Yeah, I would probably look to learn and explore, um, and then find out the operations, as as again, is listed listed here to to find out where where they're currently deployed and be able to click through on that'
- Input fields for notes and chat.

Quantitative and Qualitative Data

Quantitative:

- Numerical measurements
- Graphs – Tables – Charts
- Conversions
- Top search terms
- Heatmaps

Qualitative:

- Recordings
- Testimonials
- Open ended survey results
- User feedback
- Experience

What is Data Driven Insight?

Quarterly Report

Powered by 

Who they are

Data, cookies and users

All data within this report is subject to users accepting cookies when travelling to the site. The true data is therefore expected to be higher than shown here. However, when a large number of users is recorded, we can assume breakdown demographics to be similar to the true data set.

In this context, a user is someone that travels to the site on a specific device. As such, if a user travels to the website on their phone, and then again on their desktop, they will be counted as two separate users. Further to this, if a user clears all of their cookies, they will register as a new user next time they visit the site on the same device.

Users over time

● Total users



Date	Total users
Mar 01	4,500
Mar 04	4,400
Mar 11	4,900
Mar 18	4,400
Mar 25	4,700
Apr 01	4,200
Apr 08	4,900
Apr 15	4,400
Apr 22	4,500
Apr 29	4,800
May 06	4,700
May 13	4,400
May 20	4,600
May 27	4,500

Day breakdown

● Total users



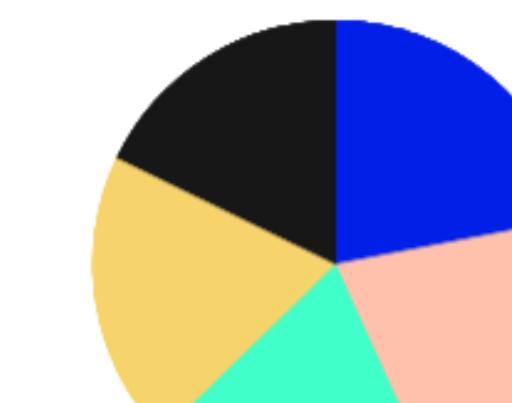
Day	Total users
Monday	7,500
Tuesday	7,800
Wednesday	8,000
Thursday	8,200
Friday	8,500
Saturday	9,000
Sunday	8,800

Browser breakdown

Browser	Total users
Edge	5,000
Opera	4,911
Chrome	4,699
Safari	4,491
Internet Explorer	4,263

Device

Total users / Device category



How to act on insight

Iteration

Iteration

Iteration



Internal and Client Collaboration

We are the experts on UX and Data
You are the experts on your Website and Organisation

A/B and Multivariate Tests



Tools to get started

Site Analytics



Email & SMS



Heatmaps &
User Page Experience



Surveys



Web Search

Google Search Console



A/B Testing



Social Media



Maintenance

Analytics – Consent Management – New Technologies

Poll 2

Which of these best fits the level of resource within your organisation to use data effectively?

Find your data champions

- Who sends your emails?
- Who manages social media?
- Who heads up your support function?
- Who has access to members?
- Who has previous data experience?
- Can you build a working group?



Success Stories: NHS Providers

NHS Providers Case Study

The NHS Providers are an Analytics only client. They came to us as an analytics partner in 2022 to review their suite of analytics products, as well as their cookie banner.

Since then, we have:

- Provided training for Google products across multiple teams
 - Implemented custom tracking for conference registrations
 - Created custom dashboards and reports for use across the organisation.
- The aim was to automate the task of generating website reports in order to free up time for insight and analysis



Success Stories:
**Academy of Medical
Sciences**



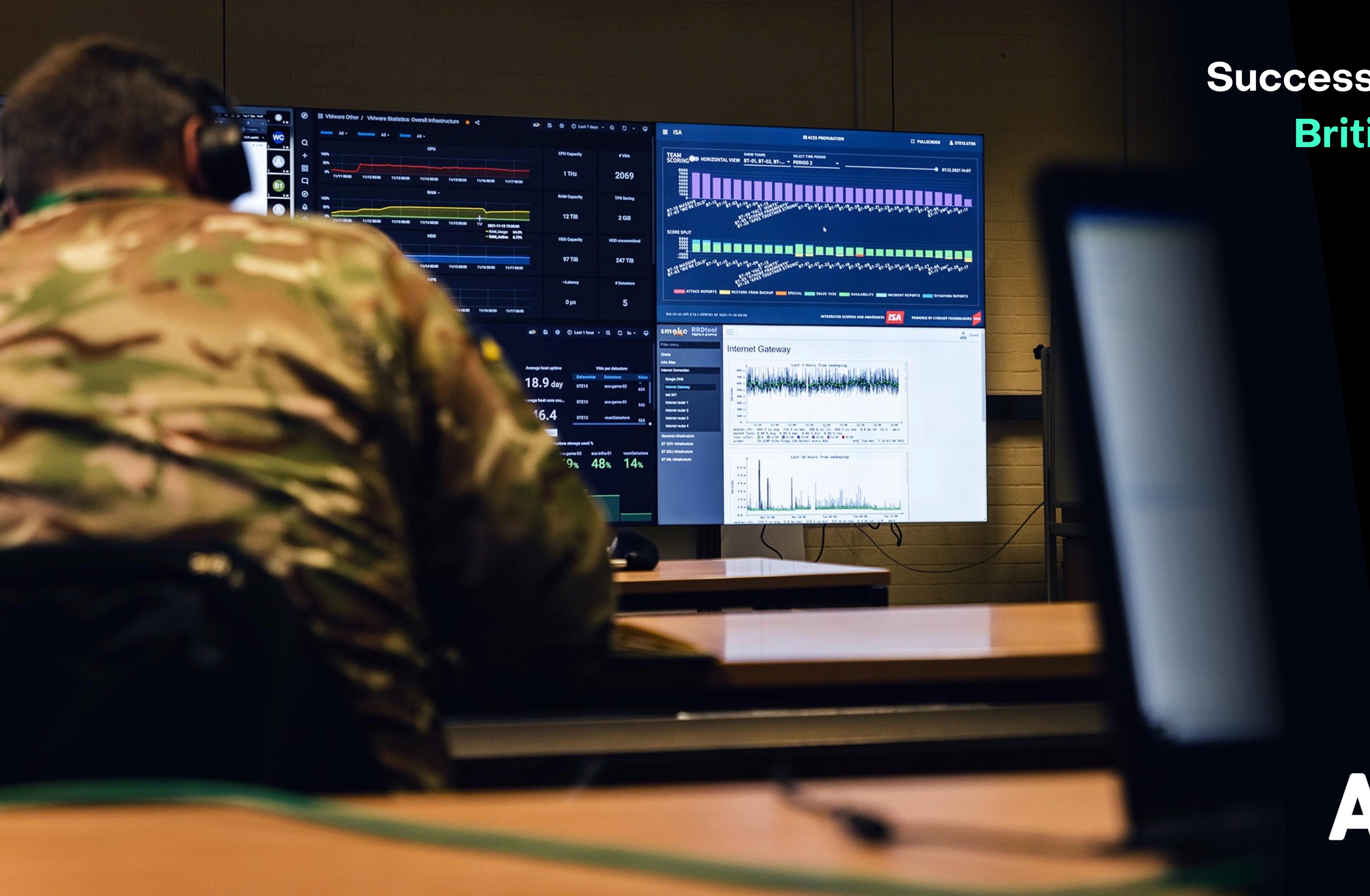
AMS Case Study

Through our **Core** Continuous Improvement product, the Academy of Medical Sciences has seen an Improvement over time to their cookie consent setup, as well as their general analytics. This is despite us not managing their website.

They benefit from regular, tailored reporting, built for them, with them, and take that insight internally to make changes. They even benefit from top level UX reviews. Lastly, they benefit from scheduled maintenance of their analytics setup and consent management platform.



Success Stories: British Army



British Army Case Study

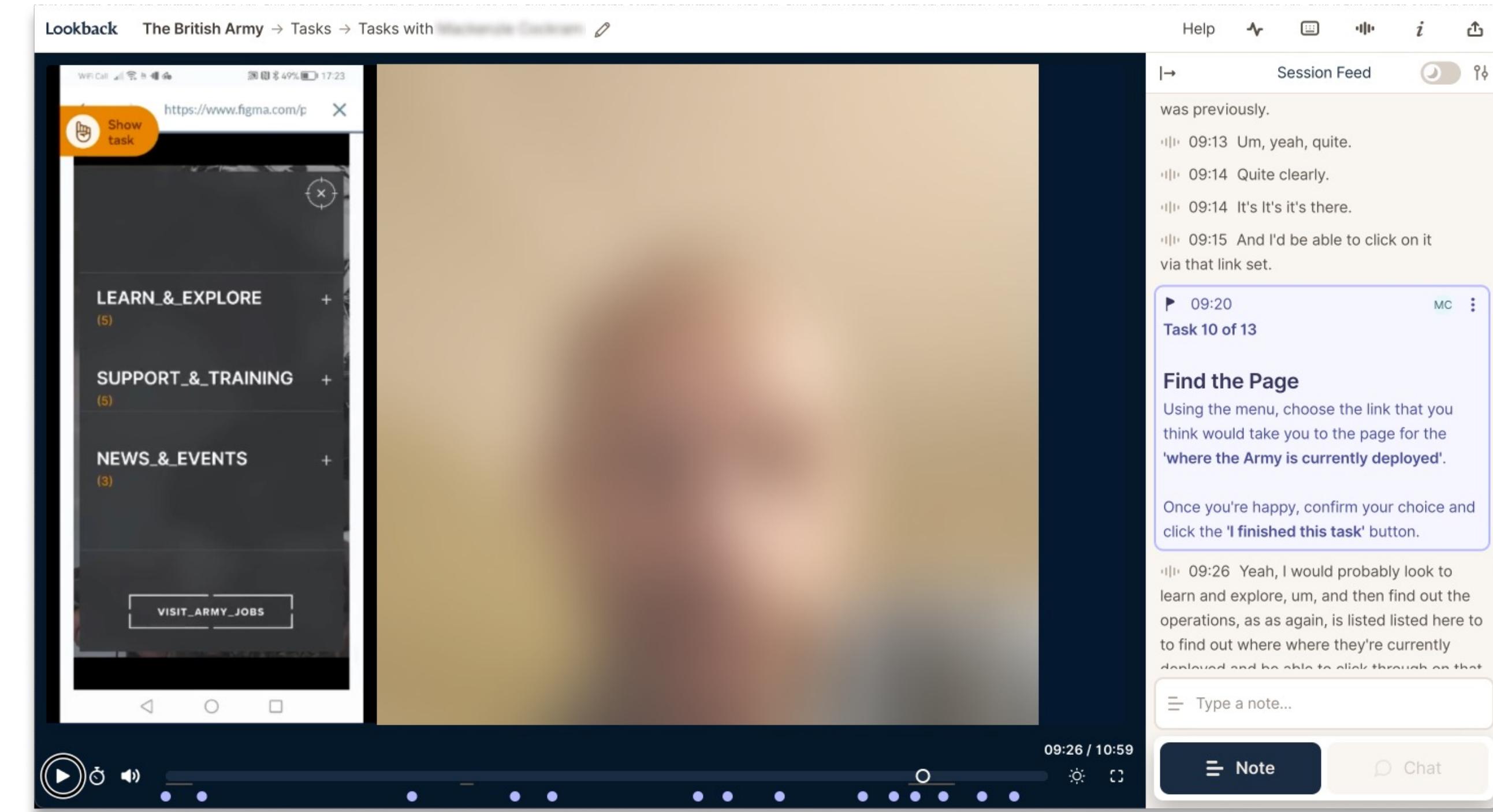
Through our **Complete Continuous Improvement** product, the British Army has seen significant enhancements in user engagement and data analytics capabilities. Whilst their Umbraco upgrade was in progress, the findings gathered from our efforts not only informed their new website design and architecture, but also allowed us to enhance their previous site in the interim. By focusing on user testing, improved navigation, effective tracking, and analytics training, we have set the groundwork for ongoing success and user satisfaction on their digital platforms.



User Testing and Improved Navigation

We began by conducting user testing focused on the join journey, identifying pain points and opportunities for improvement. As a result, we implemented a streamlined navigation system, making it significantly easier for users to find relevant pages and information.

This enhancement not only improved the overall user experience but also facilitated greater engagement with the site.



Lookback The British Army → Tasks → Tasks with [View Details](#) [Edit](#)

WIFI Call 49% 17:23 https://www.figma.com/p/

Show task

LEARN & EXPLORE (5)

SUPPORT & TRAINING (6)

NEWS & EVENTS (3)

VISIT ARMY JOBS

09:26 / 10:59

09:20 Task 10 of 13

Find the Page

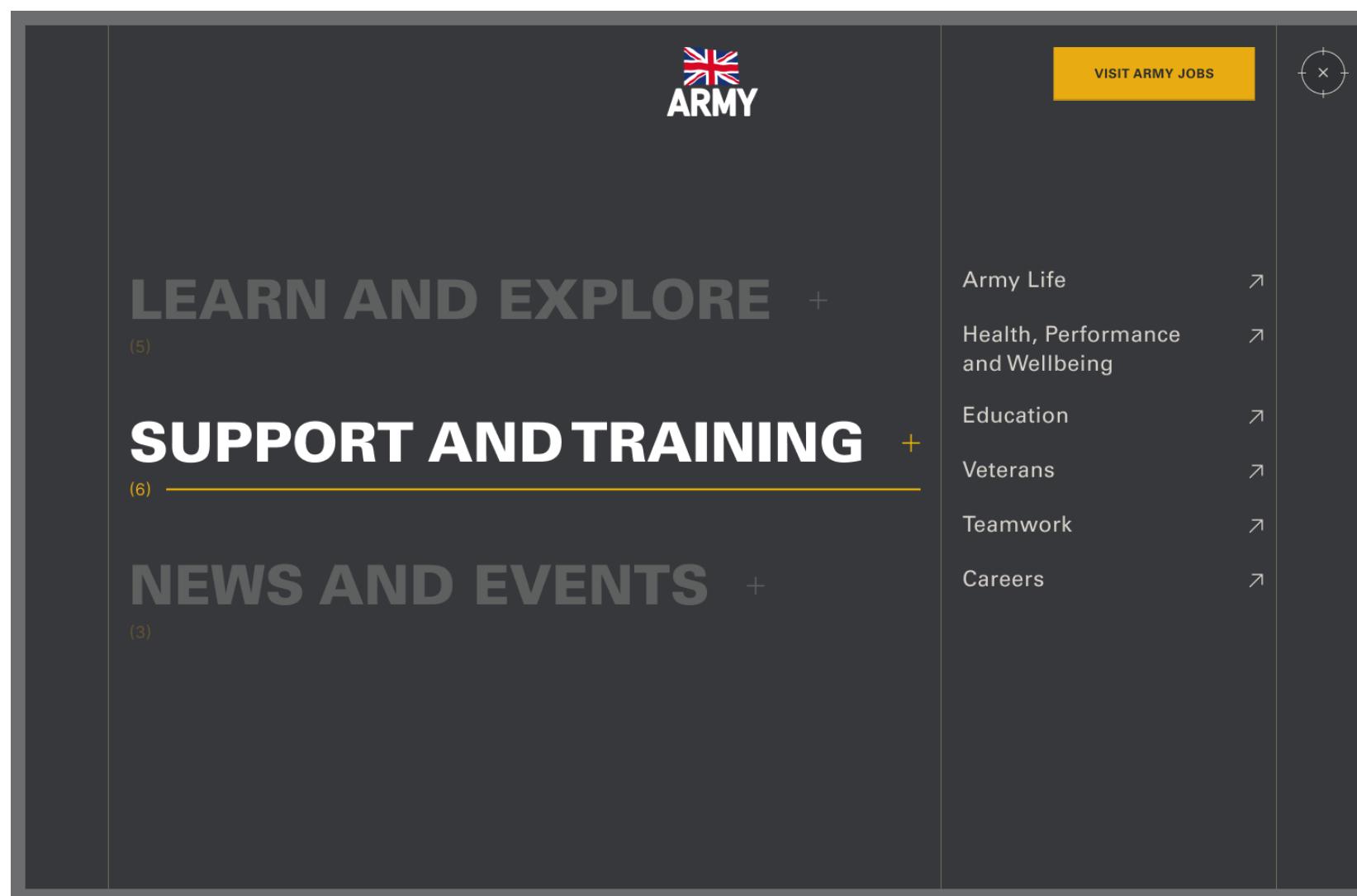
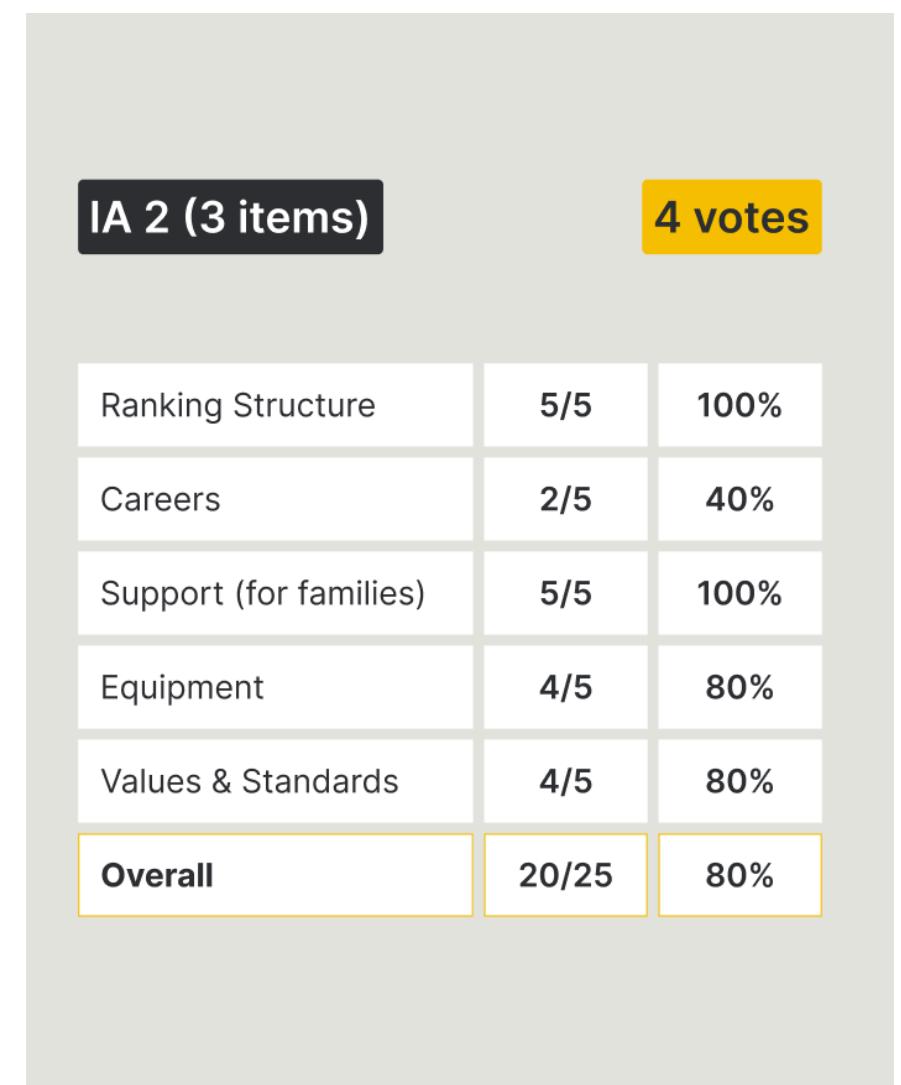
Using the menu, choose the link that you think would take you to the page for the 'where the Army is currently deployed'.

Once you're happy, confirm your choice and click the 'I finished this task' button.

09:26 Yeah, I would probably look to learn and explore, um, and then find out the operations, as as again, is listed listed here to find out where where they're currently deployed and be able to click through on that

Type a note...

Note Chat



ARMY

VISIT ARMY JOBS

LEARN AND EXPLORE (5)

SUPPORT AND TRAINING (6)

NEWS AND EVENTS (3)

Army Life

Health, Performance and Wellbeing

Education

Veterans

Teamwork

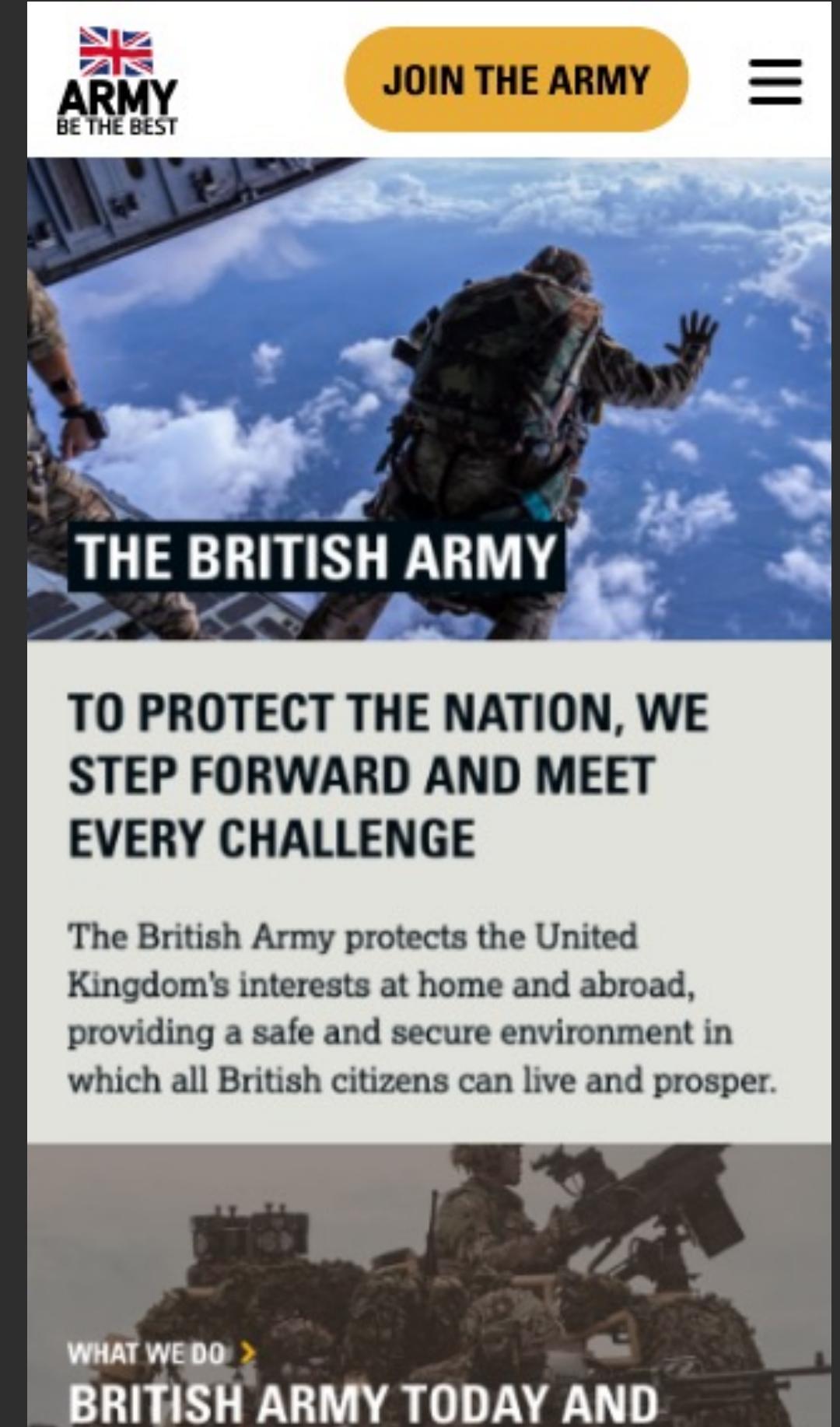
Careers

Tracking and Calls to Action (CTAs)

We introduced robust tracking mechanisms for CTAs, enabling us to monitor user interactions more effectively. A strategic addition of CTAs to the headers of the previous website aimed at driving traffic to the dedicated Army Jobs site. This initiative proved successful: increasing the visibility of the CTA doubled the clicks to the jobs site from 2,000 to 4,000 clicks per day upon deployment.

Renovating the Google Analytics Suite

Prior to our involvement, the British Army was not utilising Google Analytics (GA) to its full potential. We undertook a renovation of their GA suite, aligning it with industry best practices to lay the foundation for automated reporting. The process of designing these reports was entirely collaborative, ensuring that the British Army team was actively engaged and the reports were designed based on their exact needs. We also provided comprehensive training on the use of GA4, empowering their team members to make data-driven decisions moving forward.



In Summary

- Don't try and boil the ocean.
- Review what you are currently tracking, and devise a plan for what you're not.
- Check the tools you already have in place.
- Quantitative and Qualitative are your new best friends.
- Connect with your users.
- Find your data champions or extend your team with a partner.

Questions?

Questions?

Questions?

Questions?

Questions?

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cantarus.com

