

 outsmarting
human minds

Iteration 2

Phase I: Growth Hack 2 Ideation (1/3)

DESCRIPTION: For this growth hack 2, I continue redesigning the homepage for OHM based on the insights from the last growth hack and the feedback from Dr.Kang. In this growth hack, I aim to increase the clarity of the website and increase the success two important call-to-actions (CTAs): the "Watch/Test/Listen/Read" buttons (figure 2) and the "Subscribe" button (figure 3)

NEW DESIGN: [Link](#)

OBJECTIVES:

1. Getting new visitors to immediately understand the purpose of the site
2. Motivating the visitors to explore more content on the website (click on either "Watch/Test/Listen/Read" buttons)
3. Motivating the visitors to leave their emails and subscribe to the monthly newsletter.

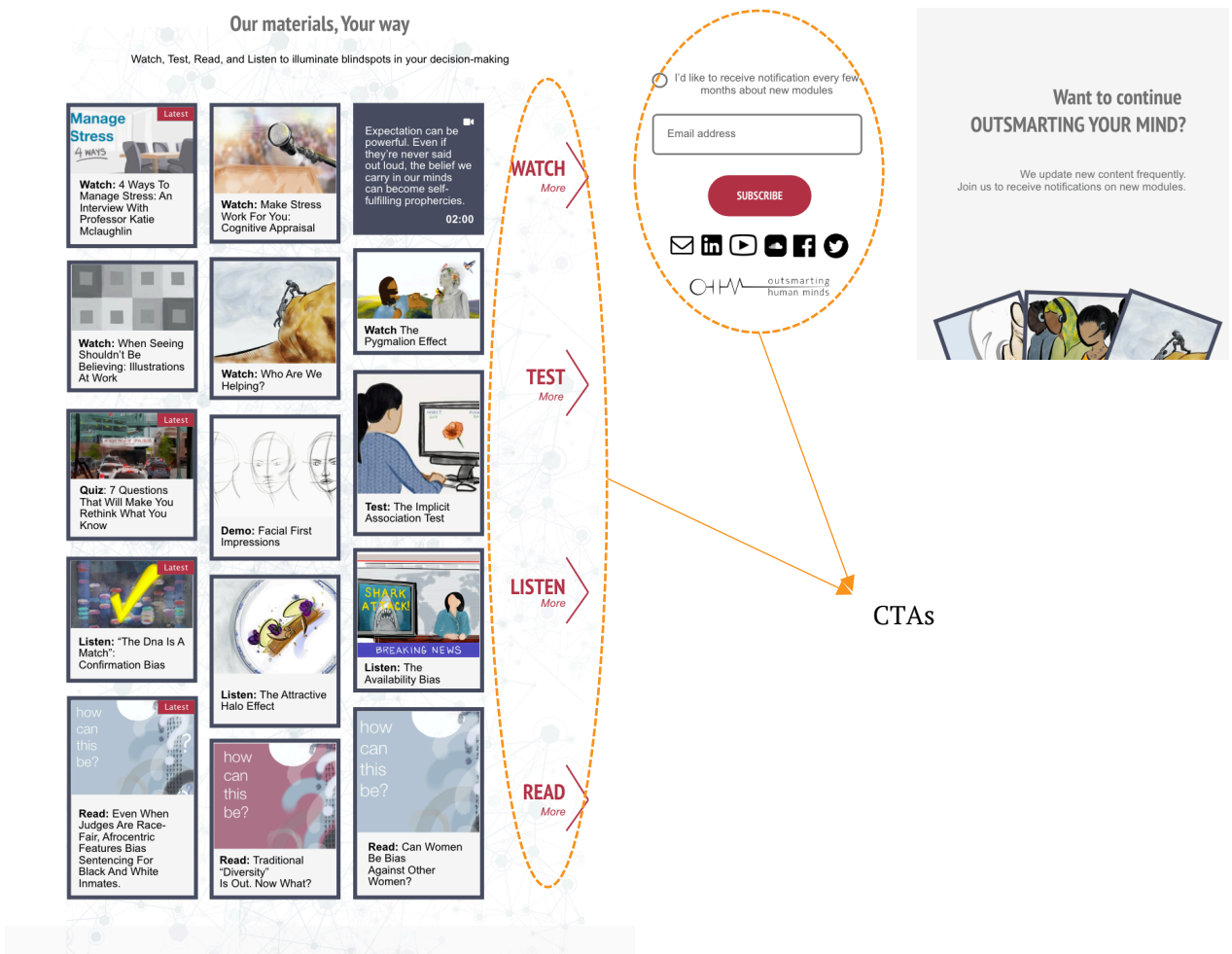
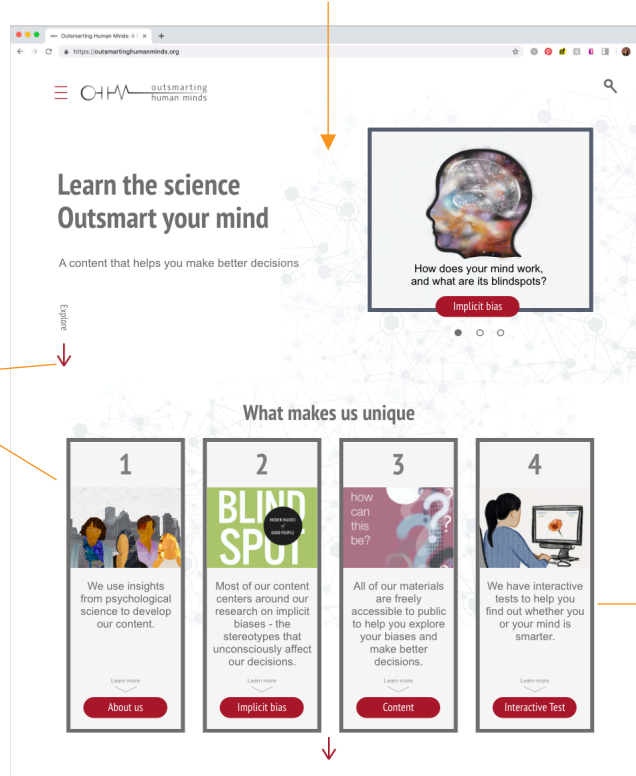


Figure 1: 2 call-to-actions that I will evaluate in this assignment

Phase I: Growth Hack 2 Description (2/3)

Based on the last feedback, I have re-designed some factors on the homepage to build a brand connection with my targeted audience.

I divided the first splash page 70/30 to help the audience focusing the title and the description of the organization.

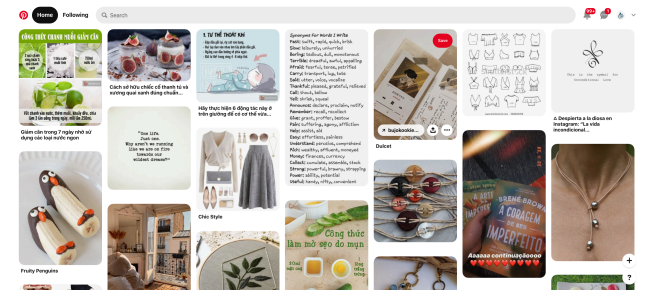


The colors (red, black, and grey) create professional and "Harvard" feelings -> increase customers' trust in the content..

The short descriptions help the audience understand the uniqueness of the organization.

Our materials, Your way

Watch, Test, Read, and Listen to illuminate blindspots in your decision-making



The staggered design is similar to Pinterest – another social media that the young targeted audience use. The staged design also breaks the "structured and strict" impression from the original design.

Phase I: Growth Hack 2 Description (3/3)

home | about | contact | join ohm

Step 1: Click on the "join ohm" button from the original website

- I'd like to receive notifications every few months about new modules

Email Address

SIGN UP

Step 2: Leave the email and sign up.

FOR COMPANY

Want to help your employees
OUTSMARTING THEIR MINDS?

We are in the progress of designing a training curriculum for companies to train their employees about biases and decision making.

Contact us to get the curriculum!

First name

Last name

Email address

Name of the company

Message

CONTACT US

- I'd like to receive notification every few months about new modules

Email address

SUBSCRIBE



OHM outsmarting human minds

Want to continue
OUTSMARTING YOUR MIND?

We update new content frequently.
Join us to receive notifications on new modules.

In the original website, the visitors have to go through two steps to sign up for the newsletter. I hypothesize that with the young audience, the likelihood they will finish two steps is low. Therefore, in the new design, I design two CTAs that can help the visitors immediately either contact for the curriculum and subscribe to the newsletter.

Phase II: Growth Hack 2 Evaluation (1/5)

STUDY DESIGN:

I survey a small group of Minerva students. Students are randomly assigned into two groups – the control group and the treatment group. Each group has 15 participants. In the control group, students are asked to look at the original website of OHM ([link](#)) In the treatment group, students are asked to look at the new design that I re-create ([link](#)) Then both groups are asked to fill out the survey contained questions that measure three objectives above.

RESULTS

Result [link](#)

OBJECTIVE 1: Getting new visitors to immediately understand the purpose of the site

Both groups are asked to answer the same question below (figure 2) to measure how the visitors understand the purpose of the organization.

| Group | 0 | 1 |
|---------|-------|------|
| | 4 | 4 |
| | 4 | 5 |
| | 4 | 4 |
| | 4 | 4 |
| | 4 | 3 |
| | 4 | 3 |
| | 3 | 4 |
| | 4 | 4 |
| | 3 | 2 |
| | 2 | 3 |
| | 1 | 4 |
| | 3 | 2 |
| | 4 | 4 |
| | 2 | 5 |
| | 3 | 4 |
| Mean | 3.27 | 3.67 |
| STD | 0.96 | 0.90 |
| T-value | 0.126 | |

Table 1: The result of the question on the clarity

From the scale from 1-5, how clearly you understand what the organization is doing? *

1 2 3 4 5

I do not understand what the organization is doing I understand what the organization is doing

Figure 2: Both groups are asked the same question about the clarity.

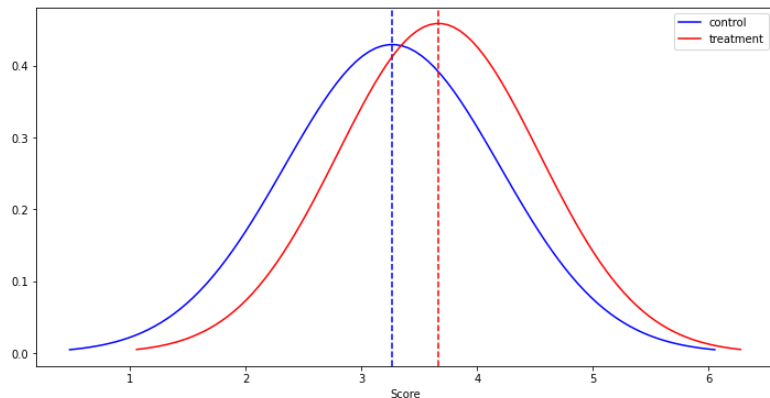


Figure 3: The distribution of the score of two groups

According to the result of the survey, the mean of the clarity score in the treatment group is higher than that of the control group. To calculate the significant difference between the means of two groups, I use a one-tailed t-test (because the case has a fixed value or range with a clear direction (score ranges from 1-5)).

As a result, the t-score is large (which leads to the larger overlap between two distribution graphs (figure 3)), indicating that there is a similarity between two groups in understanding the purpose of the website. Therefore, from the clarity perspective, the new site is not significantly better than the old version in helping the visitors understand the meaning of OHM.

Phase II: Growth Hack 2 Evaluation (2/5)

RESULTS

OBJECTIVE 2: Motivating the visitors to explore more content in the website (click on either “Watch/Test/Listen/Read” buttons)

Participants are asked to look at the specific buttons (Watch/Listen/Read/Test buttons) on the websites that they see (The control group sees the buttons in figure 4; The treatment group sees the buttons in figure 5). Then both groups are asked whether they will click on these buttons to explore more (figure 6). Table 2 summarizes the results from both groups.

| Group | 0 | 1 |
|---------|------|------|
| | 3 | 4 |
| | 5 | 4 |
| | 4 | 2 |
| | 4 | 4 |
| | 2 | 3 |
| | 5 | 2 |
| | 4 | 3 |
| | 4 | 4 |
| | 3 | 4 |
| | 4 | 4 |
| | 5 | 4 |
| | 4 | 3 |
| | 5 | 3 |
| | 1 | 4 |
| | 4 | 5 |
| Mean | 3.80 | 3.53 |
| STD | 1.15 | 0.83 |
| T-value | | 0.26 |

Table 2: The result of the question on the clarity



Figure 5: The treatment group looks at these buttons from the new design



Figure 4: The control group looks at these buttons from the original website.

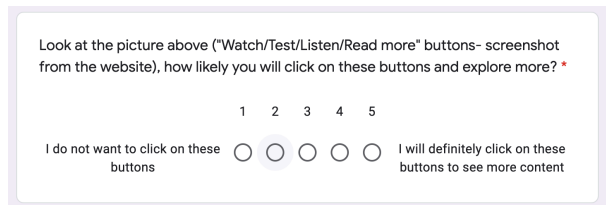


Figure 6: Both groups are asked the same question about the likelihood of clicking on Watch/Test/Listen/Test button

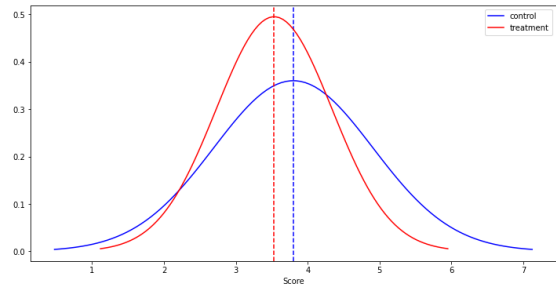


Figure 7: The distribution of the scores of two groups on the likelihood of clicking on these buttons

On average, the mean of the likelihood score in the control group is higher than that of the treatment group. One plausible explanation is that the participants in the control group see the actual website that they can interact (e.g. see the description of each website), while those in the treatment group can only see the “static” design.

Again, to calculate the significant difference between the means of two groups, I use a one-tailed t-test (because the case has a fixed value or range with a clear direction (score ranges from 1-5)).

As a result, the t-score is large (which leads to the larger overlap between two distribution graphs (figure 7)), indicating that there is a large similarity between the two groups in the likelihood that the participants will click on the button. Therefore, with this call-to-action, the new website is not significantly better than the old version in motivating visitors to click and explore more content.

Phase II: Growth Hack 2 Evaluation (3/5)

RESULTS

OBJECTIVE 3: Motivating the visitors to leave their emails and subscribe to the monthly newsletter.

In the control group (or on the original website) the participants have to go through two steps to subscribe for the monthly newsletter.

Step 1: Click on the button “join ohm” at the bottom of the website (figure 8)



Figure 8: The “join OHM” button is at the end of the home page

Step 2: Leave the email and sign up (figure 9)

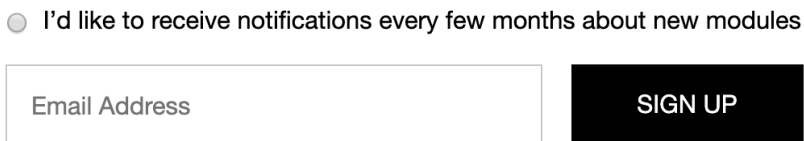


Figure 9: After clicking on “join OHM”, the participants will go to the new page to sign up for the newsletter

Therefore, to accurately capture the likelihood that the participants in the control group will subscribe to the OHM’s newsletter, I ask the participants how likely they will do each step above (figure 10).

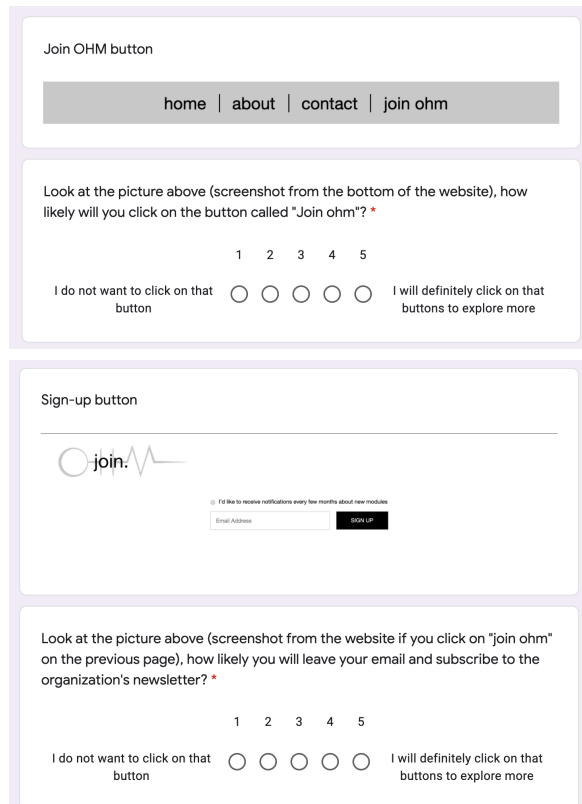
A survey form with two sections. The first section is titled "Join OHM button" and shows a screenshot of the navigation bar from Figure 8. Below the screenshot is the question: "Look at the picture above (screenshot from the bottom of the website), how likely will you click on the button called 'Join ohm'? *". Below the question is a Likert scale with five radio buttons labeled 1, 2, 3, 4, and 5. The scale is anchored with "I do not want to click on that button" on the left and "I will definitely click on that buttons to explore more" on the right. The second section is titled "Sign-up button" and shows a screenshot of the sign-up form from Figure 9. Below the screenshot is the question: "Look at the picture above (screenshot from the website if you click on 'join ohm' on the previous page), how likely you will leave your email and subscribe to the organization's newsletter? *". Below the question is a Likert scale with five radio buttons labeled 1, 2, 3, 4, and 5. The scale is anchored with "I do not want to click on that button" on the left and "I will definitely click on that buttons to explore more" on the right.

Figure 10: The questions for each step to subscribe to the email in the control group

Phase II: Growth Hack 2 Evaluation (4/5)

RESULTS

OBJECTIVE 3 (continued)

For the treatment group, the participants are asked to look at the "Subscribe" part at the end of the design and ask whether they will leave the email and subscribe to the monthly newsletter (Figure 11). Table 3 summarizes the result from both groups.

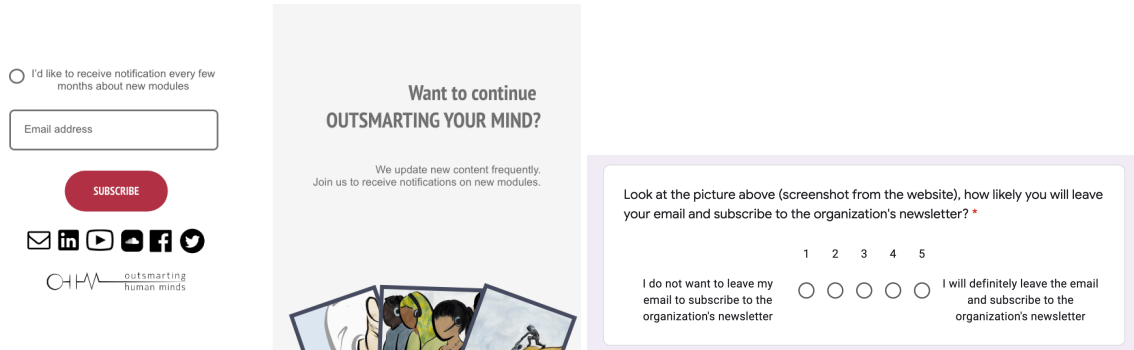


Figure 11: The Subscription part in the website of the treatment group

| Control | | | Treatment |
|---|---|----------------------------|---|
| Look at the picture above (screenshot from the bottom of the website), how likely will you click on the button called "Join ohm"? | Look at the picture above (screenshot from the website if you click on "join ohm" on the previous page), how likely you will leave your email and subscribe to the organization's newsletter? | Score of the whole process | Look at the picture above (screenshot from the website), how likely you will leave your email and subscribe to the organization's newsletter? |
| 2 | 4 | 1.6 | 2 |
| 3 | 3 | 1.8 | 1 |
| 3 | 3 | 1.8 | 2 |
| 2 | 2 | 0.8 | 5 |
| 3 | 4 | 2.4 | 3 |
| 2 | 1 | 0.4 | 2 |
| 1 | 2 | 0.4 | 4 |
| 2 | 3 | 1.2 | 3 |
| 1 | 2 | 0.4 | 3 |
| 3 | 3 | 1.8 | 4 |
| 2 | 2 | 0.8 | 1 |
| 2 | 2 | 0.8 | 1 |
| 2 | 5 | 2 | 2 |
| 1 | 1 | 0.2 | 4 |
| 1 | 3 | 0.6 | 1 |
| Mean | | 1.1333 | 2.5333 |
| STD | | 0.7078 | 1.3020 |
| T-score | | | 0.0019 |

Table 3: The result on the question about the likelihood of the subscription

Phase II: Growth Hack 2 Evaluation (5/5)

RESULTS

OBJECTIVE 3 (continued)

A = The participant clicks on the “join OHM” button

B = The participant leave his/her email and sign up to the monthly newsletter

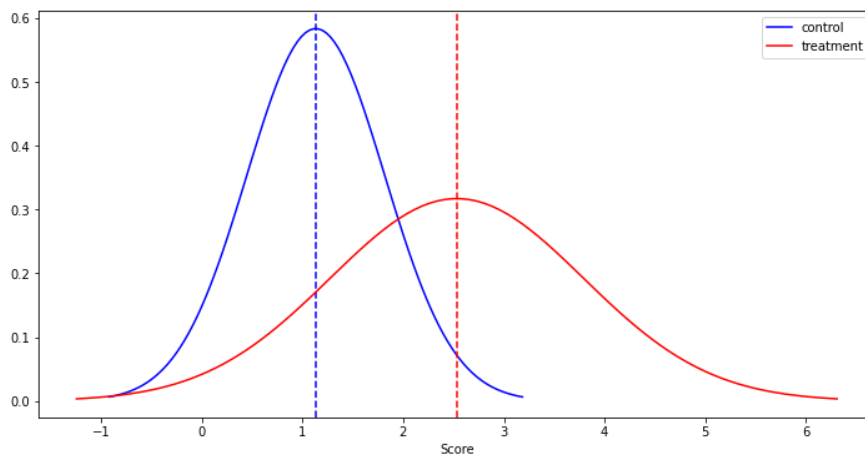
Because A and B are independent events. Therefore, the probability that both events happen or $P(\text{score.process}) \sim P(A) * P(B)$.

Then I re-scale $P(\text{score.process})$ into the range of 1-5 again by dividing the value by 5. This number makes sense because of the $P(\text{score.process}) < P(A)$ (because event A has to happen first for the process to happen).

On average, the mean of the likelihood score that the participants will finish the whole process of signing up for the newsletter in the treatment group is higher than that of the control group.

Again, to calculate the significant difference between the means of two groups, I use a one-tailed t-test (because the case has a fixed value or range with a clear direction (score ranges from 1-5)).

As a result, the t-score is very small (which leads to the smaller overlap between two distribution graphs (figure 12)), indicating that there is a significant difference in the means of in the likelihood that the participants will subscribe between two groups. Therefore, the new website significantly improves the chance that the visitor will subscribe to OHM emails.



LIMITATION

To calculate the significant difference in the mean of two data sets, I use a t-test with the assumption that these data sets are normal distribution. However, in a real survey, the data is highly skewed due to some biases when conducting the survey (most of Minerva students are nice, and they tend to give high scores) and small data size. In further research, I can re-test with the larger sample size to validate the assumptions on normally distributed data.

Another limitation is the difference in the subject to be tested. While the original website is the real website (e.g., the visitors can interact more with the content), the new design is the “static” one (the participants cannot click or explore the page). The natural difference in these subjects potentially creates biases during the testing (for instance, some participants in the control group are willing to sign up for the newsletter, maybe because they have watched some content, not because they favor the design). If I can repeat the test in the future, I will make my design become more interactive to reduce biases.

Phase III: Growth Hack 3 Iteration (1/2)

Below are three next steps in my growth hack project to improve the branding of the organization:

1

Objective:
Continue to improve the design of the homepage

Why this objective is important?

- The core product of OHM is online content. The homepage is the main medium for OHM's target audience to access the content. Without the good and clear design for the homepage, the likelihood that the visitors will continue to explore the content will be low, reducing the impact of OHM to the community.

How:

- As the results from my data analysis, although the new design does not significantly increase the clarity and the impact of the CTA "Watch/Test/Listen/Read" more, it still substantially increases the likelihood that people will sign up for the newsletter.
- With this insight, I will continue to iterate to make other relevant CTAs more attractive and less effortful for visitors.
- Moreover, at the end of the survey, I also ask whether participants have any feedback to make the design better. The answers provide a lot of insights (e.g., participants are getting used to seeing the subscription part on the right side of the website instead of the left side) for me to continually improve the current design.

Anything else you want to share to make the design better? :)

Your answer

2

Objective
Create the website map

Why this objective is important?

- The website map is a fundamental feature of the OHM website's search engine optimization (SEO) strategy. A good sitemap will let search engines know that your website is available and can be crawled by them (Sesay, n.d). The better the SEO, the better rankings for the OHM website in organic search results (Hubspot & Ryte, 2017)
- The well-structured site map will also help improve the visitors' experiences while navigating through the content of the website

How:

- After finishing the design of the homepage, I will create a website map for OHM, incorporating feedback from the last survey.

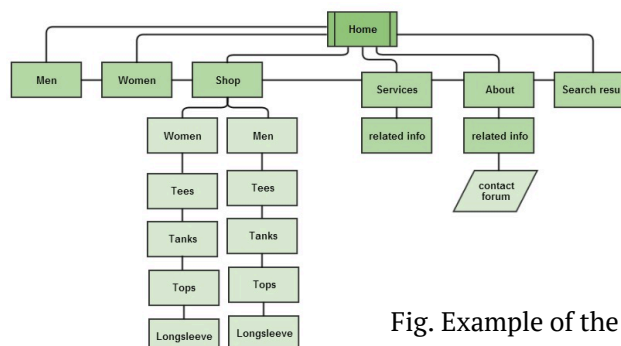


Fig. Example of the website map

Phase III: Growth Hack 2 Iteration (2/2)

3

Objective:
Developing the plan to promote OHM during the Coronavirus

Why this objective is important?

- Most of OHM's target audience is young adults who are directly affected by this pandemic (e.g., people are stressed, laid-off, experiencing racial discrimination).
- OHM adopts organic growth with its content. However, during this time of Coronavirus, I believe that OHM can gain exponential growth if it can tailor some of its content toward Coronavirus, helping people avoiding biases and make better decisions during the time of uncertainty..

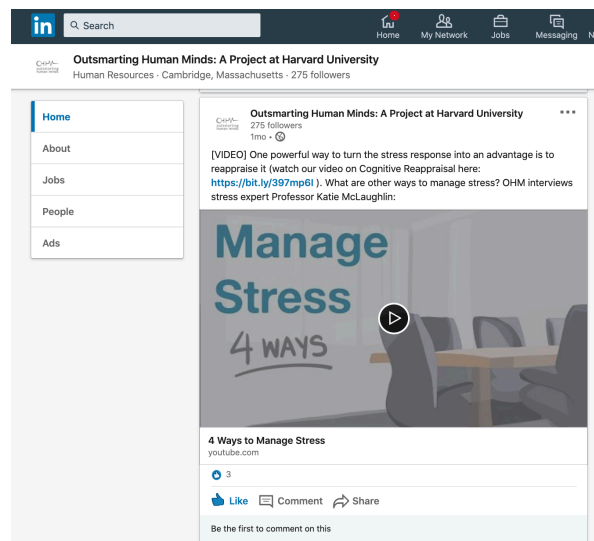
How:

- I aim to create a proposal for OHM to help them either (1) utilize the old content to help people during this pandemic or (2) create a list of new material that can be impactful right now (e.g., what type of biases most people have during the pandemic)

Most of the old content can be relevant to this pandemic



Instead of creating a normal post on social media to introduce new content, OHM could tailor its post to the current situation.



Reference

Sesay, I (n.d). Why is the sitemap of your website important? Retrieved from:
<https://www.amara-marketing.com/travel-blog/why-sitemap-website-important>

Hubspot & Ryte (2017). The Introductory Guide to Search Engine Optimization in 2017. Retrieved from https://cdn2.hubspot.net/hubfs/53/HubSpot_OnPage_What_Is_SEO_EN.pdf?t=1508874155617&_hstc=20629287.796db55770a14b079c69ba1d9070bd2f.1484776776995.1501791670403.1508874147503.6&_hssc=20629287.2.1508874147503&_hsfp=115007051