# How Cocomore uses EyeQuant to enhance heuristic analysis with instant data

"The must-haves for every user experience designer: EyeQuant for expert reviews, Principle for prototyping and of course a whiteboard when it comes to ideation." —Judith Heinen, Cocomore

Cocomore is a Germany-based digital agency with a focus on Marketing, IT and Experience Design and a specialization in complex eCommerce projects and digital transformation. To be successful in today's crowded landscape, marketing agencies need more than just ideas: they need to bring data and insights to the table as well. Cocomore earns their clients' trust by incorporating a host of solutions to meet their customer's goals, including EyeQuant.

When a new client first connects with Cocomore, they often receive an expert review of their website. Cocomore's User Experience consultants utilize different heuristic analyses based on behavioral psychology to investigate possible shortcomings of their customer's designs and concepts. **EyeQuant's technology for predictive design analysis** plays a crucial role in this process; it delivers a number of different visual interpretations of possible issues and conversion killers. These results give way to productive conversations between Cocomore and their clients based on actual data: Cocomore can immediately suggest improvement ideas for quick wins and transformative changes.
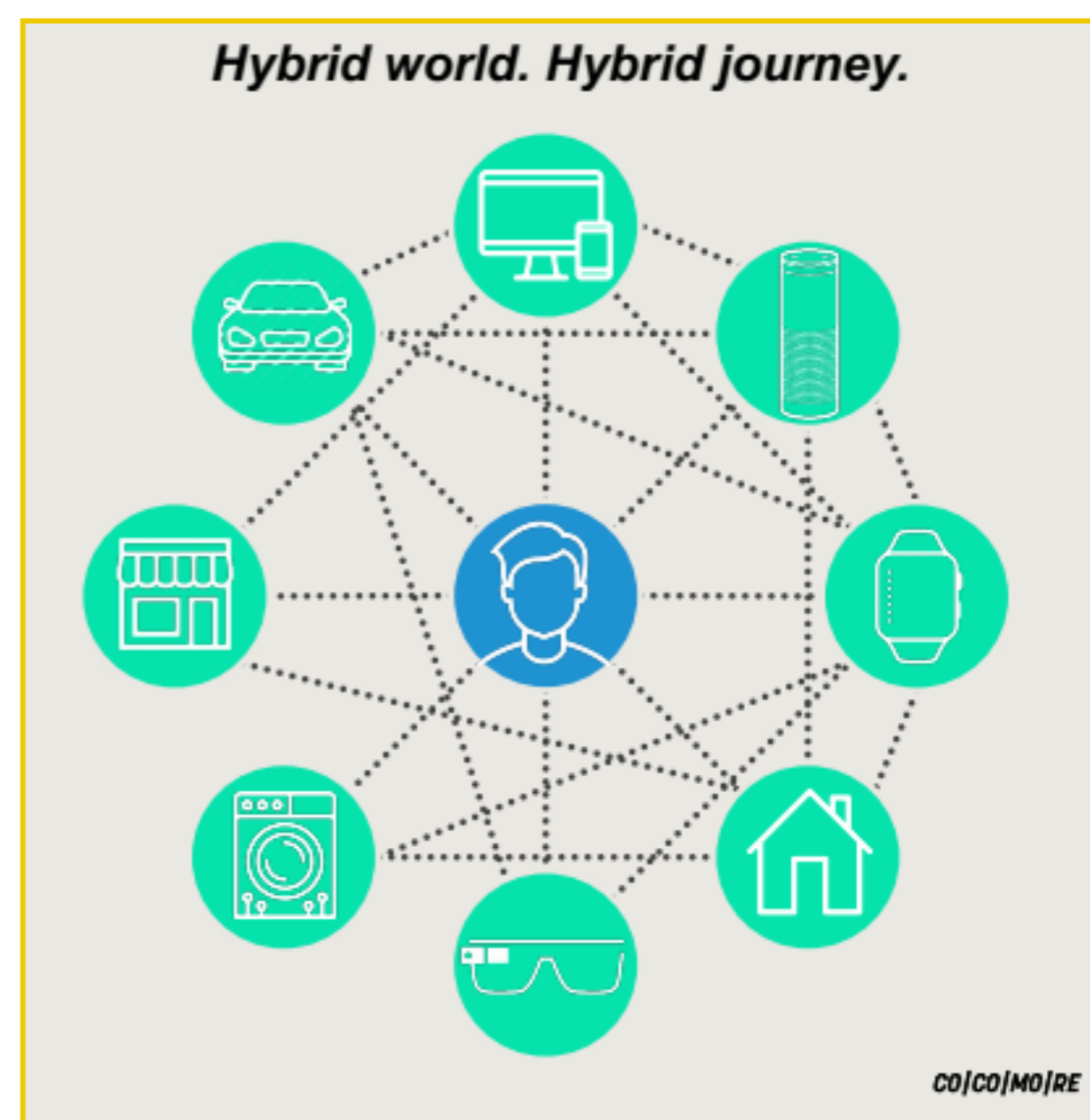
Once these issues have been identified and addressed, they use EyeQuant to validate new variants and designs to see how the changes affect user behavior and drive conversions. Customers respond more easily to the visual validation, giving Cocomore an edge in making data more meaningful.

Customer Testimonial

Judith Heinen, Creative Director, User Experience at Cocomore AG

"EyeQuant is a powerful software which delivers different visual interpretations and makes issues and potentials very clear and striking. With those results we derive suggestions for improvement, like quick wins or strategic changes."