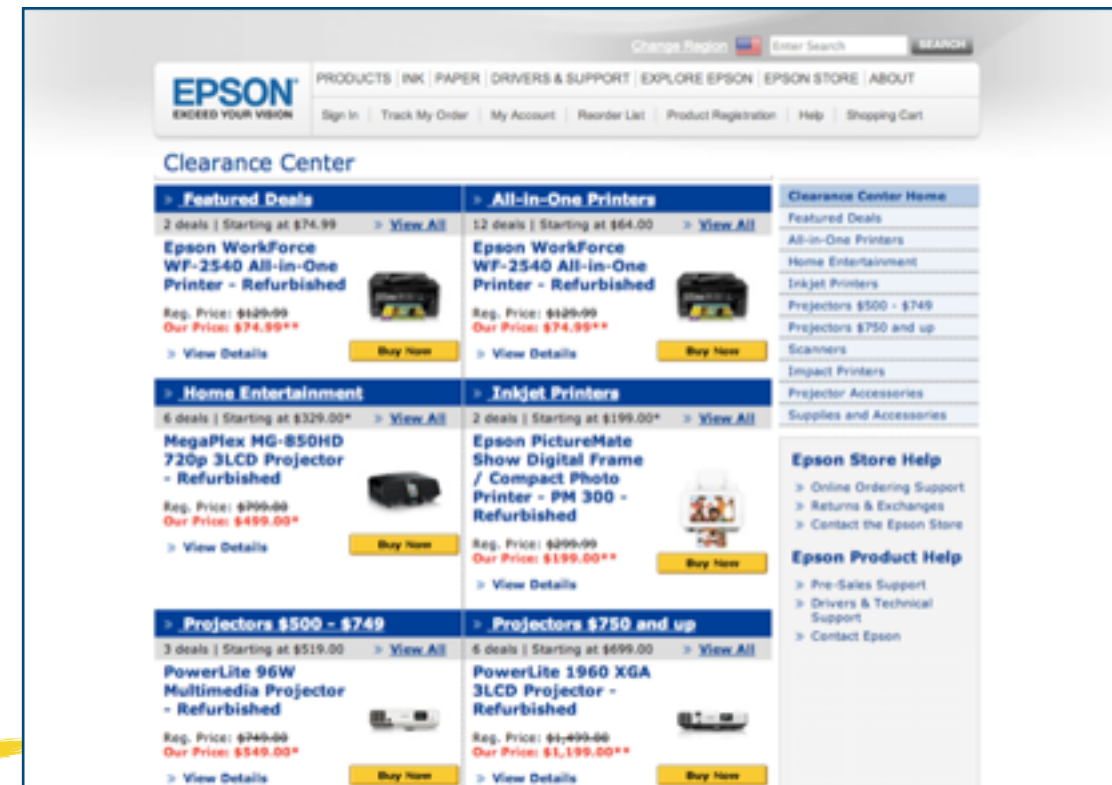


How Epson improved their category pages with EyeQuant

Epson's Clearance Center needed a boost

On the Epson website, customers can buy printers, ink, paper, projectors, and other products. Epson's eCommerce team is continuously running A/B and Multivariate tests, and were looking for an **insights tool that could help them run smarter design tests**. They turned to EyeQuant for help.

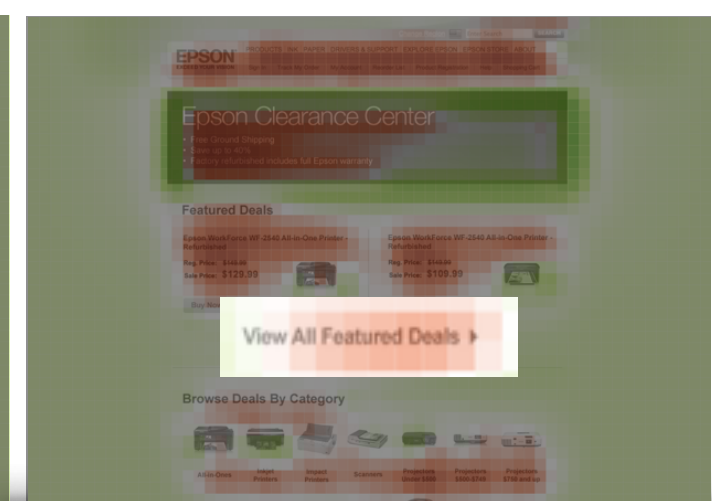
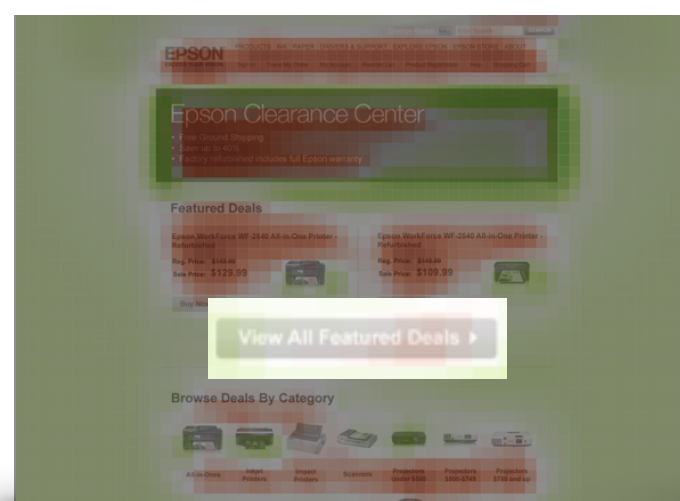
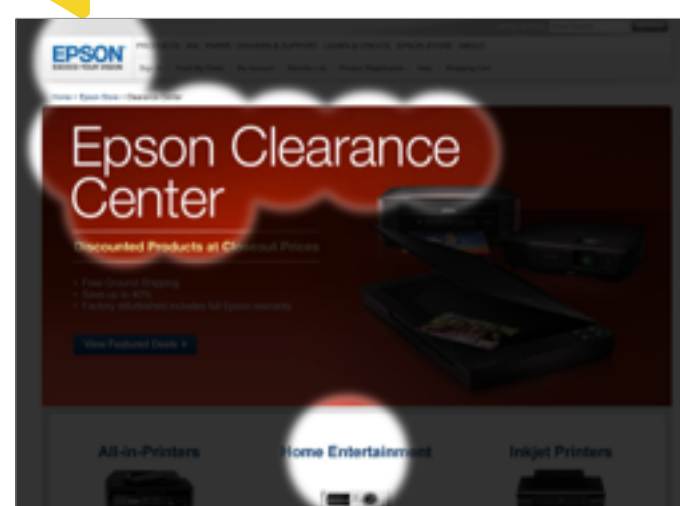


A quick EyeQuant test uncovered that the category page presented too much content upfront. It's clarity score was at 10/100, which can lead to higher cognitive load for users.

Epson decided to change this by de-cluttering their page and creating a clear visual hierarchy.

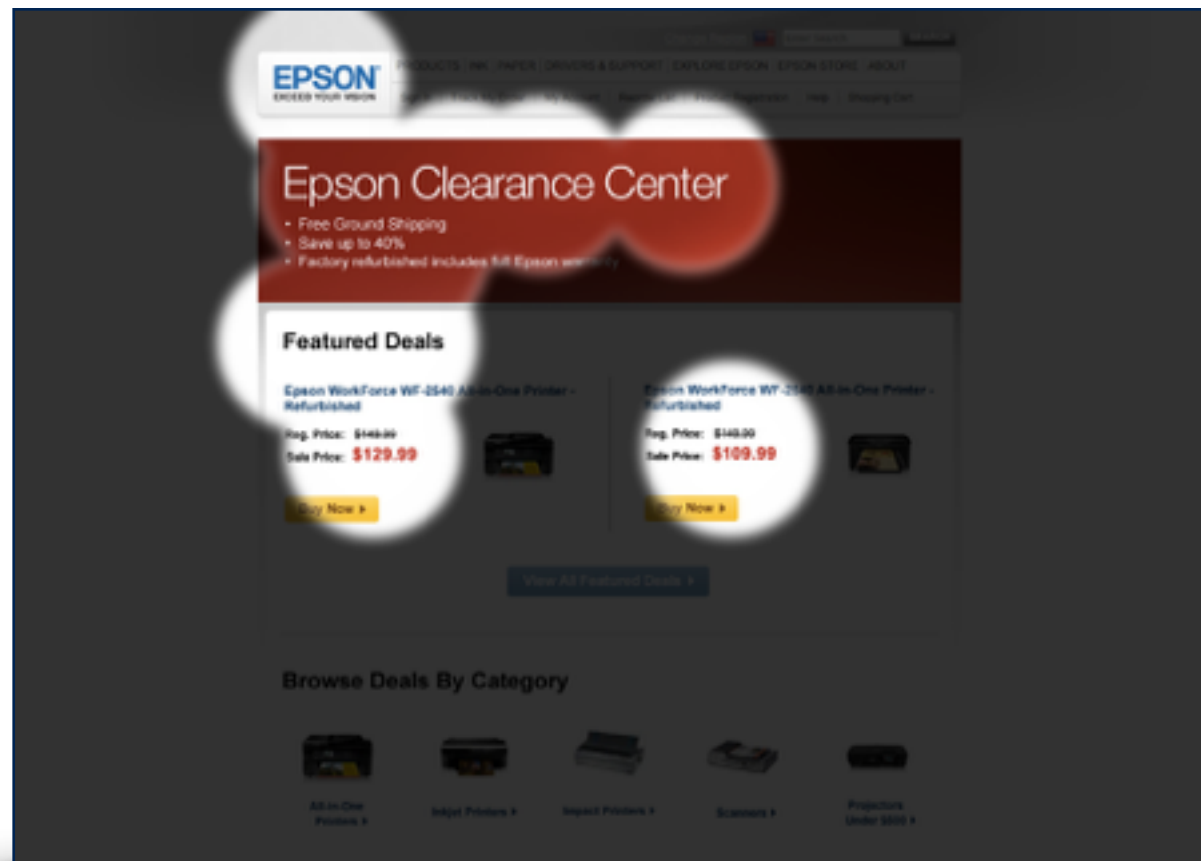
They tested a number of hypotheses such as:

- Does the CTA design have an impact on how clean the design is?
- How many items should be displayed at once?
- Which banner will be most effective?



How Epson improved their category pages with EyeQuant

The final design

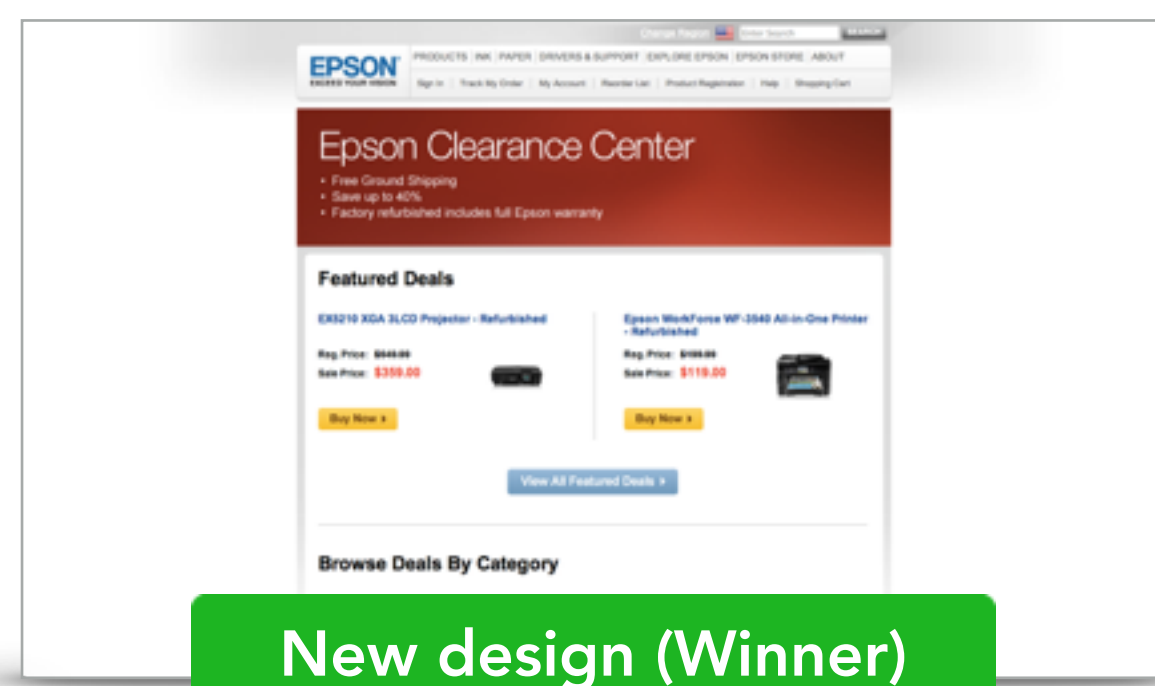


The team ultimately decided on a design that a) directed user attention to exactly the right content, and b) did so in a way that was visually clean, clear, and well organized - achieving a clarity score of 78. This is well above average for category pages, and is a 68-point improvement on the existing version of the page. The new design was shipped for A/B testing.

A/B Test Results

The EyeQuant optimized design significantly outperformed the original, and delivered:

- Over 20% more clicks through to the product pages or featured items.
- Over 20% more clicks through to category pages.
- Over 10% more clicks on the “buy now” buttons.



Note: Since this case study, Epson has conducted a further, site-wide redesign.