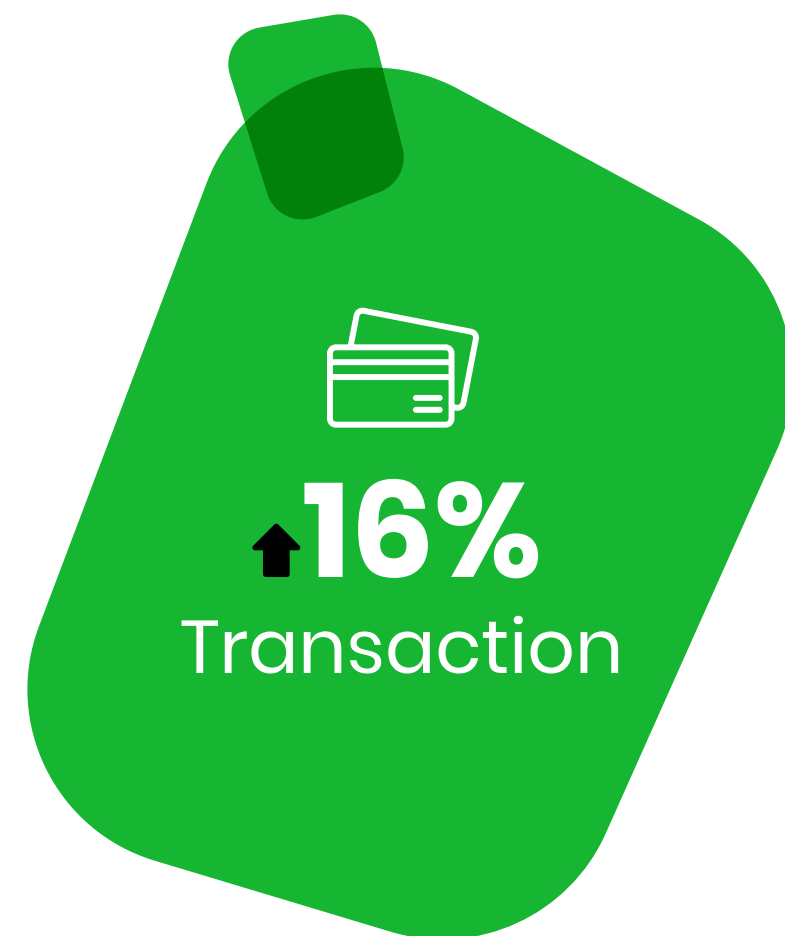# webtown

A reDesign that boosted 35%

Redesigning the Mobile Phone Purchase Funnel at A1 Slovenia UX-Based Conversion Improvement

Client satisfaction represented in numbers

After launching the new product page, A1 Slovenia observed significant improvements compared to the previous funnel.

Between January 1 and May 31, 2025,
- Conversion rate from session to **Add to Cart increased by 35%.**
- **Transaction** conversion rate **improved by 16%.**

These results clearly demonstrate the impact of a well-structured, user-centric product funnel on business performance.This approach is not only forward-thinking from a UX perspective but also valuable for business: less dropout, better conversion, more satisfied users.

↑**35%**
Add to cart

↑**16%**
Transaction

About A1 Slovenia

A1 Slovenia is one of Slovenia's leading **telecommunications providers, offering mobile, fixed-line, and OTT services** and products to residential and corporate customers in the Slovenian market. Their goal is to provide innovative and user-friendly solutions to their customers while continuously developing their digital platform and sales channels.

Initial Situation

One of our client's key sales processes is the online mobile phone purchase funnel. However, the complexity of the previous product page **hindered purchases: too many options appeared at once**, users didn't understand what was available online, what was only available in stores, and why certain items couldn't be ordered.

In accordance with the expected time to market and available financial framework, we conducted a **heuristic analysis**, which we used **to clarify and accelerate business communication**. We analyzed not only industry best practices but also relevant solutions from other industries; with these, we integrated new solutions into the new process.

Technical Background: Liferay as a Digital Experience Platform

The project was based on Liferay DXP, a flexible and scalable digital platform that ensured the project's success through the following key features:

- **Robust content management:** Liferay DXP enables simple and efficient management of complex content, ensuring content consistency and immediate updates.
- **Customizable components:** The platform's modular structure allows the system to be customized to A1 Slovenia's specific needs, ensuring a flexible and scalable user experience.
- **Integration with various systems:** Liferay DXP's powerful integration capabilities enables seamless business logic connections to other systems, ensuring process efficiency and continuous data flow.
- **Mobile-optimized user experience:** For A1 Slovenia, a mobile-optimized user experience was crucial, as customers primarily manage their affairs from mobile devices. Liferay DXP's native mobile optimization provides a seamless user experience that allowed us to implement mobile purchasing processes efficiently and in a user-friendly manner for A1 Slovenia.

Through Liferay DXP, the solution remained easily expandable, supporting A1 Slovenia's business growth in the long term while continuously improving the customer experience and ensuring future platform development.

Methodological Background – What Do We Focus on When Designing a Product-Based Funnel UX?

A complex product-based sales funnel – especially if it contains multiple purchase paths, pricing models, and inventory management logic – requires focused UX attention.

In such cases, the main goals are:

- **Clarity:** the customer knows exactly what they can choose and under what conditions those choices are available;
- **Step-by-step guidance:** a screen structure built on choices rather than presenting all options at once;
- Constant feedback: the selected configuration and price should always be visible, increasing trust and reducing uncertainty;
- **Clear communication of channel-based differences:** if a product is only available in-store, it should not be misleading or confusing.

This structure not only reduces cognitive load but also minimizes dropout at each step of the funnel, thus increasing the overall conversion rate.

The New Structure of the Purchase Funnel – Step by Step

The new solution follows a structured, sequential series of steps where only relevant options appear:

Step 1: Device Configuration Selection

The customer first has to choose storage capacity.

For proper information and to increase conversion, i.e., to encourage completion of the purchase, storage versions available online received label markings. After selecting storage capacity, we get the list of color variants available online and in-store, as well as the list of existing but currently unavailable colors. Color versions available online are also marked with labels on the interface

Simplifying storage selection helps the user make quick decisions while increasing conversion and improving the user experience. Clear labeling ensures that options available online are evident, so the user doesn't feel overwhelmed.

Step 2: Purchase Type

The user can choose whether to purchase a device with or without a subscription using a toggle switch.

If they choose a subscription:
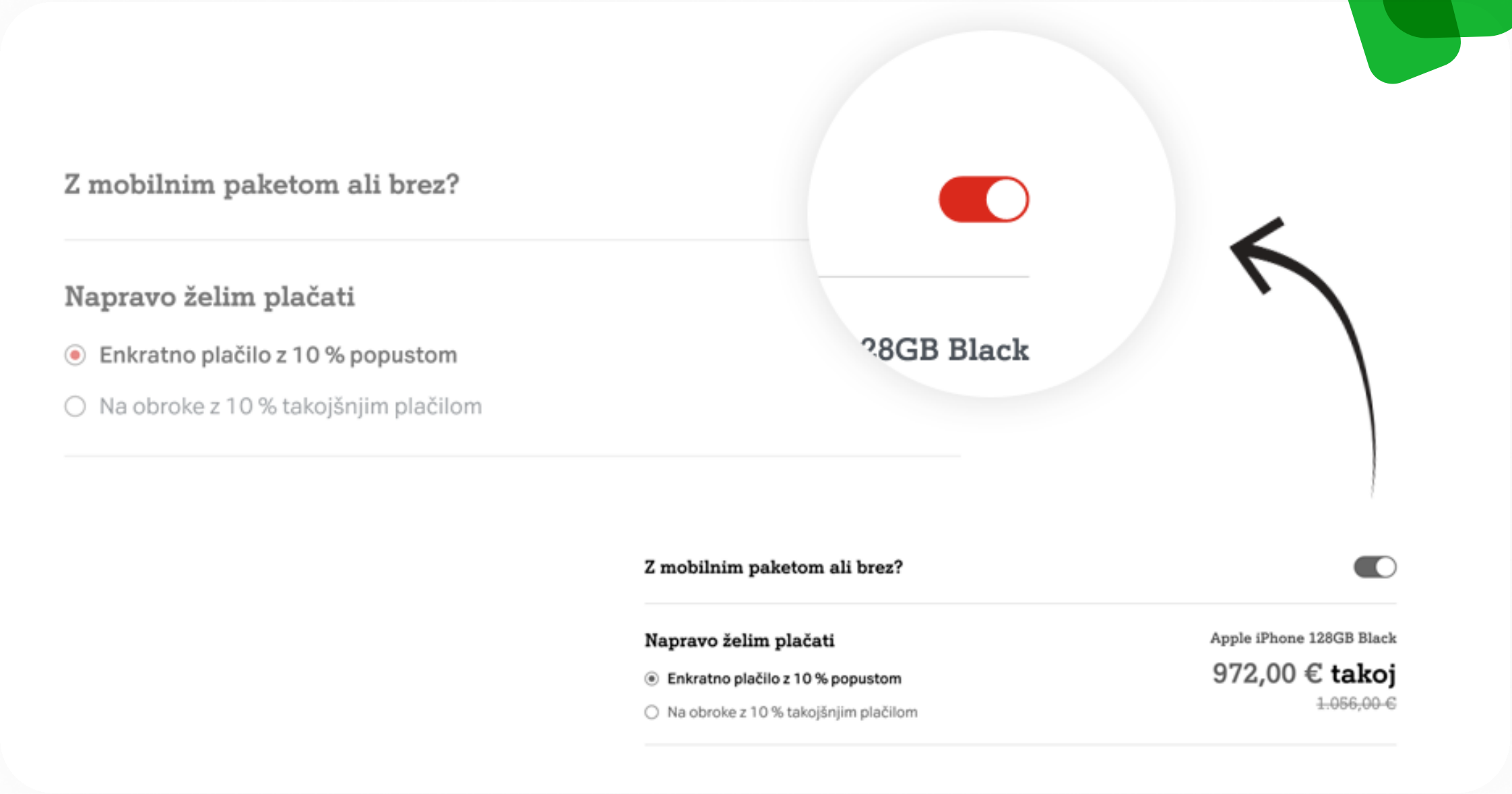
- The choice between **one-time payment (with discount, if available) or installment payment** appears,
- In the latter case, we detail the structure: initial payment, monthly fee, terms - providing all necessary information.
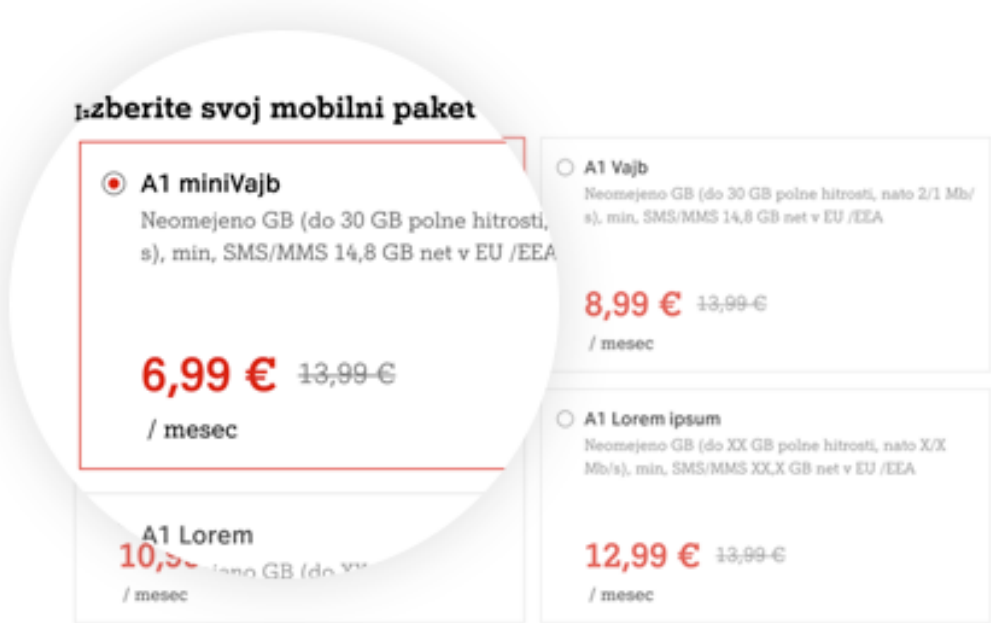
The New Structure of the Purchase Funnel – Step by Step

Step 3: Plan Selection

If the customer proceeds with a subscription, they can choose from individual package offers.

Each option includes detailed cost and benefit displays.

When choosing a plan, the user sees all necessary information in one place, making it easier to make an informed decision. Transparent cost and benefit presentation simplifies the choice and improves the shopping experience.

Step 4: Order Summary

A summary panel is continuously visible on the side of the screen (or in a fixed bottom position on mobile), showing:

- the chosen device configuration,
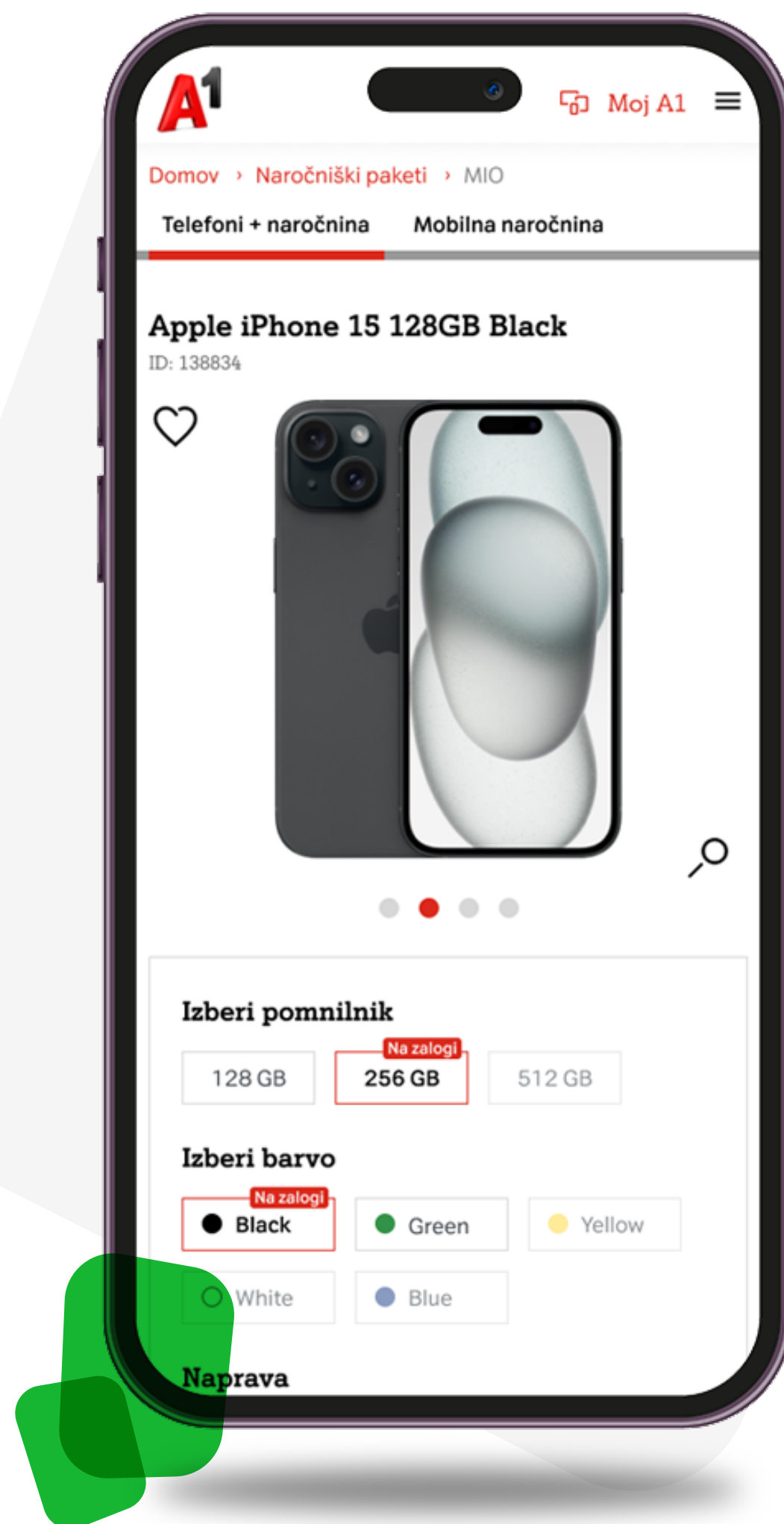- the amount to be paid,
- the package fee (if any).

These help increase transparency, trust, and support decision-making.

Step 5: Order Summary

- **For products available online:** "Add to Cart" button
- **For products available only in stores:** store list appears
- **For out-of-stock items:** option to request notification

Primary Focus: Mobile View Optimization

During the funnel redesign, we paid special attention to **mobile usability**, as on most e-commerce platforms – especially in the B2C segment – a significant portion of visitors browse and initiate the purchase process from mobile devices. Although the ratio varies client by client, according to market statistics, up to **65-80% of traffic in an online store may come from mobile**, making the mobile view not secondary but **strategically important**.

Therefore:

- The entire funnel was designed for mobile-optimized interactions,
- The step-by-step decision structure helps avoid overcrowded, burdened mobile interfaces,
- The order summary is visible in a fixed position on mobile so that the user receives continuous feedback.

This approach facilitates decision-making, reduces dropout, and provides not just a responsive solution but a truly mobile-friendly customer experience

The Result

The user experience UPgrade.:

- **Easy to use**
- **No more uncertainty**
- **Clear options**
- **Step by step guided decision making**

The website which adapts to the business model – not vice versa.

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