QLD CREATE A PLATE

THE CHALLENGE

The complexity and variety within the PPQ Create a Plate range made it challenging to navigate and understand, leading to confusion, frustration, and ultimately less purchase intent. Users were inputting unavailable or expensive combos, unaware of alternative options, and ended up testing various combinations through trial and error. Additionally, the previous UI did not clearly display all design styles or explain why certain combos weren't available on specific plate types, further complicating the experience. An improved user experience needed to increase in user conversion from 3% to 4.2%, by the end of FY25.

THE SOLUTION

We wanted PPQ Create A Plate to become a real-time, interactive experience that was the start of a users experience with PPQ, and not the end. It needed to feel interactive and not transactional. We conduced extensive user testing, and multiple recommendations for improvements, to create a rollout plan that was to be soft-launched.

THE RESULTS

All fixed formats plates have increased in total new sales when compared against the proceeding period **+87%**

Overall website Conversion Rate increased by **+20%**

Mobile CAP conversion increased by **+86%**

