

DAZZLE SALAZAR

UX/UI DESIGNER

Design Process - Laptop Mag Sponsored Page Optimization

DESIGN PROCESS

About Laptop Mag

Laptop Mag provides in-depth reviews of the latest laptops, 2-in-1s and tablets to help shoppers pick the ideal product for their needs. The site's passionate editors also handpick the best deals to help consumers save money and give smart tips to help save them time. Total of 6.8 m global monthly users and 12.4 m global page views.

Project

For this project, we want to give our advertisers a sponsored takeover, a design strategy to connect our audience to their product, features only their brand's promotions and taking out all competitive brands to increase sales performances. I've collaborated with the VP of Marketing sales, Data and Insights and other internal stakeholders to help me create an effective design by understanding the goals, getting data, A/B test and conducting usability test.

Insights and Problems

Our Data and Insights team helped us with the audience analytics and to understand the customer journey. They identified devices that our users has been using to drive conversions from our sites campaign strategies, they've also help us to focus on the conversion points and to eliminate wasted impressions. They have reported that page has more views and conversions on desktops, the problem is that desktop view has so much going on, banner ads are interrupting the user experience, the ads slows down the review page and its causing us friction.

PAGE OPTIMIZATION WITH NATIVE ADS

01. USABILITY TEST

02. SKETCH VARIATIONS

03. A/B TEST

04. BANNER TESTING

05. CONCLUSION

06. FINAL DESIGN

07. COMPARISON

08. OTHER SAMPLES

ORIGINAL REVIEW PAGE

We performed usability test to define the problems with live conversation and guided scenario on finding a product specs, price, comparison to other competitors and what are they looking for on purchasing a product.

LAPTOP part of *tom's guide*

Microsoft \$229 off Surface Pro & Black Type Cover

Microsoft Surface Pro 4 Review

By Sam Rutherford | October 21, 2017

Editors' rating: ★★★★★

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

\$799 from Amazon

Microsoft Surface Pro 4
Top 5 Deals - Surface Pro 4
February 2018 Clearance Sale!

REVIEW SPECIFICATIONS

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Editors' Note: We initially rated the Surface Pro 4 3 stars partly because we tested a number of review units equipped with defective cameras. However, in the three months since its release, we continued to test updated models and retail versions and have not encountered the same issue. As such, we feel confident in raising the score to 3.5 stars.

The SP4 (starting at \$899, and \$1,429 as reviewed) plays it safe with an exterior design that's almost exactly the same as the old one. The big changes come in the stunning 12.3-inch PixelSense display, more sensitive stylus, new 6th-gen Intel processors, and wider range of memory and storage options. This makes the SP4 faster and more useful than any Surface ever before. But with the new competition, including the even-sexier Surface Book, is the Surface Pro 4 still the best hybrid device on the market?

Design: Some things stay the same

FIND A REVIEW

Laptops Keyword
All Subcategories Max Price
more options

ASK A QUESTION

How do I ... PUBLISH

SUBSCRIBE

enter email here ... SUBMIT

FOLLOW US

MOST POPULAR

- Best and Worst Laptop Brands - 2015 Ratings
- How to Delete the Windows.old Folder in Windows 10
- Edge vs. Chrome vs. Firefox: Battle of the Windows 10 Browsers
- Dell XPS 13 (2015, Nontouch) - Full Review & Benchmarks
- Windows 10 vs. OS X El Capitan: Why Microsoft Wins

5 Windows 10 vs. OS X El Capitan: Why Microsoft Wins

Microsoft

Save \$150 on Surface Pro + Type Cover

Shop now

Unless you pull out your magnifying glass, the Surface Pro 4 looks nearly identical to last year's model, although that's not really a bad thing. The magnesium body feels solid, as does the friction-hinged kickstand, which rotates back with a stiff but secure-feeling action. There's a thin vent that runs part of the way around the edge to help cool the system and a new, shiny Microsoft badge on the back. The angled edges are sharp without being painful, and, as before, the Type Cover flips around and lies flat against the back when you put the device in tablet mode.

The SP4 is a bit larger than the SP3, at 11.50 x 7.93-inches versus 11.45 x 7.8 for last year's model. But it makes up for that increased size with reduced weight and thickness, at 1.73-pounds and just 0.33-inches thick (1.76 pounds and 0.36-inches for the SP3). When you add on the Type Cover, the full dimensions are 11.50 x 7.93 x 0.43-inches and 2.37 pounds.

Compared to more-traditional notebooks and 2-in-1s, the SP4 is smaller. HP's 13-inch Spectre x360 13t and Toshiba's Satellite Radius 12 are both bigger and heavier, at 12.79 x 8.6 x 0.6 and 3.26 pounds and 11.8 x 8.2 x 0.61 and 2.9 pounds, respectively. Even the svelte MacBook Air seems portly, at 12.8 x 8.9 x 0.11-0.68 inches and 2.96 pounds.

Stylus: More sensitivity and a better feel

RELATED REVIEWS

- Lenovo ThinkPad Yoga 260 ★★★★★
- Vaio Z Flip ★★★★★
- Dell XPS 12 (2016) ★★★★★
- E Fun Nextbook Flexx 9 ★★★★★
- Kurio Smart ★★★★★

The review page has so much going on and banner ads are interrupting the user experience

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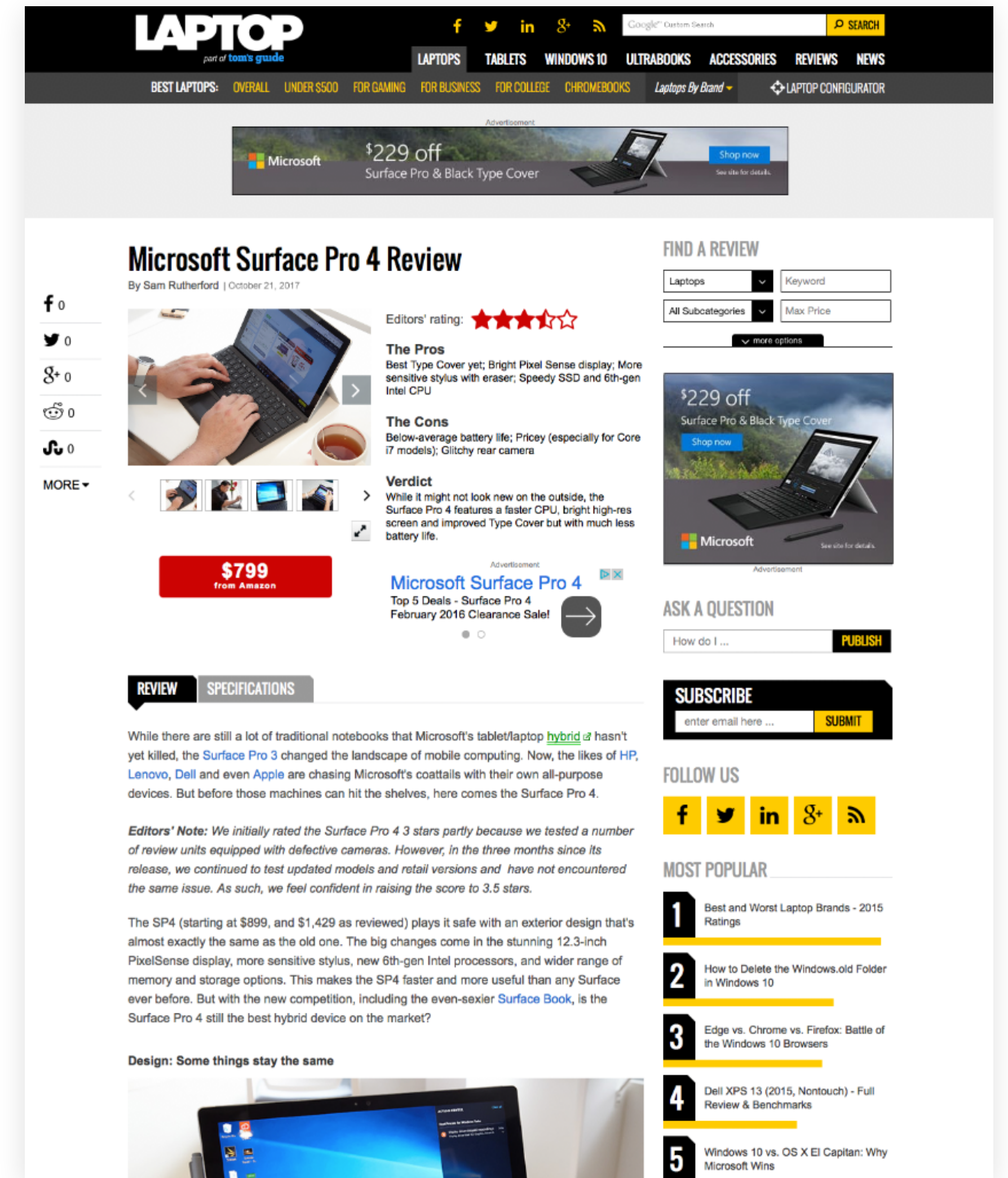
USABILITY TEST

Pain Points

- Page loads really slow because of the banner ad's rendering.
- Too many things going on the side bar it's hard to read the content.
- Users are scrolling the page to way too fast that they missed out some important notes from the editor's review.
- Not being able to find the price and the description they are looking for.
- Not being able to compare the product to other competitors
- Ignoring ad banners that is causing waste impressions

Goals

- Features only the brand's promotions, taking out all competitive brands.
- Adding interactive comparison bar
- Provide page designs that are clean, easy to read and engaging
- To make sure that our site loads fast so that we won't have friction
- Removing ad fatigue
- Eliminates all non-essential navigation
- IAB banners convert to native banners
- Secures from ad blocking.
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Multi-platform. Captures your audience wherever they are spending their time online



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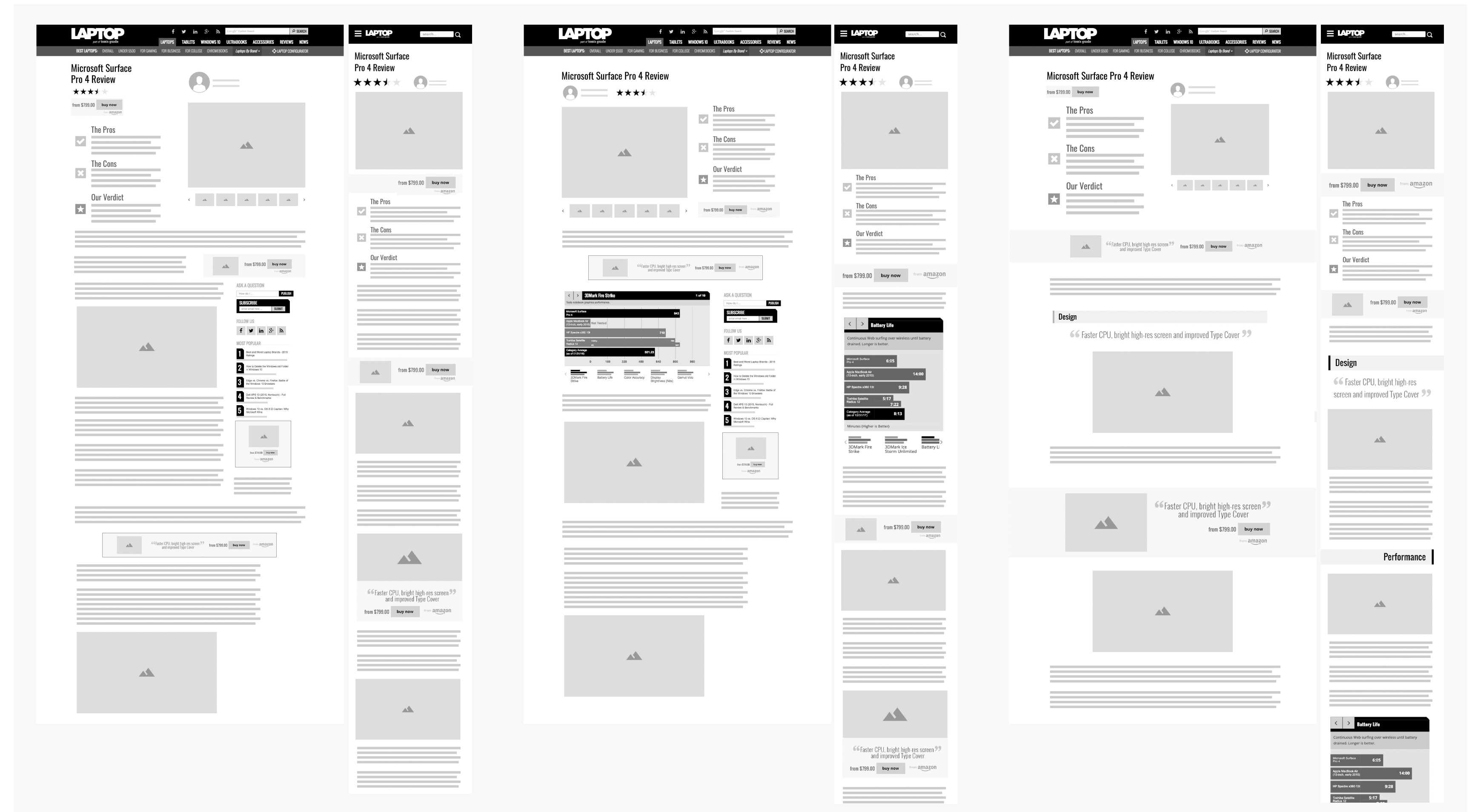
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SKETCH VARIATIONS AND TESTING

We worked on the low-fi (sketches) on how the page layout will look like, our goal is to make it look clean, easy to read for users, as well as experimenting placement of the banner ads. With so many rounds of iterations we decided to pick two for A/B test.



Sketching out new page and designing a cleaner layout with the placement of native ads

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SPLIT TEST

The screenshots show the following iterations:

- 01. REVIEW PAGE:** A standard review layout with a title, author, price, and a list of pros and cons.
- 02. SKETCH VARIATIONS:** Multiple layout sketches showing different placements for the product image, price, and 'buy now' button.
- 03. A/B TEST:** A comparison of two different 'buy now' button colors (red and yellow).
- 04. BANNER TESTING:** A banner for the product with a 'buy now' button, placed below the main text.
- 05. CONCLUSION:** A 'Bottom Line' section with a 'buy now' button.
- 06. FINAL DESIGN:** A clean, professional layout with a 'buy now' button.
- 07. COMPARISON:** A layout featuring a performance comparison chart and a 'buy now' button.
- 08. OTHER SAMPLES:** A final design with a 'buy now' button and a detailed performance comparison chart.

Conversion Rate Officers are working on experiments and getting the user behaviors by using heat maps as well as screen records to see what the users are up to, where they scroll, stop and read. They provided us with a report with actionable recommendations for our layouts, native ad placements, CTA color, and headlines to uplift the conversion rate of the new page layout.

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CTA, HEADLINES AD SIZES EXPERIMENTS

Did some experimenting elements on the native ads, like changing the color of buttons (CTA), changing the headlines, product descriptions, font sizes, banner sizes and types, images to see what performs best and the once that are engaging to our audience. We've also create a native messaging tailored to meet your campaign goals.

Red (Original color of the button)

A horizontal banner advertisement for the Microsoft Surface Pro 4. On the left is a small image of the device in tablet mode. The headline "Microsoft Surface Pro 4" is in blue. To the right of the headline is a list of features: "6th generation of Intel® Core™ processors.", "Powered by Windows 10, Surface Pro 4", "The 12.3" PixelSense™ display", and "More powerful and lighter than ever before". Below the features is the price "from \$799.00" and a red button with the text "buy now" and the Amazon logo below it.

970x90

A vertical banner advertisement for the Microsoft Surface Pro 4. On the left is a large image of the device in laptop mode with a blue keyboard. The headline "Microsoft Surface Pro 4" is in blue. To the right of the headline is a list of features: "6th generation of Intel® Core™ processors.", "Powered by Windows 10, Surface Pro 4", "The 12.3" PixelSense™ display", and "More powerful and lighter than ever before". Below the features is the price "from \$799.00" and a red button with the text "buy now" and the Amazon logo below it.

970x250

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Yellow Button



ADVERTISEMENT



Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
- Powered by Windows 10, Surface Pro 4
- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

from \$799.00 [buy now](#)

from amazon

1000x180



ADVERTISEMENT



“Faster CPU, bright high-res screen”
and improved Type Cover

Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
- Powered by Windows 10, Surface Pro 4
- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

from \$799.00 [buy now](#)

from amazon

★★★★☆

1000x380

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TEST INSIGHTS

The red call-to-action button is what we use for Laptop Mag BUT the yellow receives more clicks from the test's report, so we changed the default CTA color to yellow. We received a good engagements using the editors headline rather than the branded headlines. The new comparison bar is more engaging specially when we placed before the the review ends it shows that audience enjoyed reading the product's review before they compare it. Audience are more engage with the new experience of the page without the IAB banners.

RESULTS

From our tests, the look and feel of the optimized and native design offers a powerful advantage for our advertisers to interact with the targeted consumers while generating brand lift. The redesigned page are more persuasive, drive user focus and traffic is at nearly twice. Showing a 40-70% increase in CTR, 30-40% increase in conversion rate and ~32% - ~95% increase in sales. Better user experience - rids of any distractions and clutter with a cleaner layout. Optimized and native ads may cost more upfront, but the difference in CTR proves it's worth in the investment.

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FINAL DESIGN

This screenshot shows a traditional review page layout. It features a top navigation bar with 'LAPTOP' and 'part of tom'sGUIDE'. The main content area includes a title 'Microsoft Surface Pro 4 Review', a byline 'By Sam Rutherford | October 21, 2017', a star rating, and a 'buy now' button. Below this are sections for 'The Pros', 'The Cons', and 'Our Verdict'. A 'Design' section is also present. At the bottom, there is a 'Performance' section with a table of benchmarks.

This screenshot shows the final optimized review page layout. It features a clean, minimalist design with a top navigation bar. The main content area includes a title 'Microsoft Surface Pro 4 Review', a byline 'By Sam Rutherford | October 21, 2017', a star rating, and a 'buy now' button. Below this are sections for 'The Pros', 'The Cons', and 'Our Verdict'. A 'Design' section is also present. At the bottom, there is a 'Performance' section with a table of benchmarks. The layout is visually engaging and easy to read.

This screenshot shows the final optimized review page layout, focusing on a comparison with other devices. It features a clean, minimalist design with a top navigation bar. The main content area includes a title 'Microsoft Surface Pro 4 Review', a byline 'By Sam Rutherford | October 21, 2017', a star rating, and a 'buy now' button. Below this are sections for 'The Pros', 'The Cons', and 'Our Verdict'. A 'Design' section is also present. At the bottom, there is a 'Performance' section with a table of benchmarks. The layout is visually engaging and easy to read.

Deliver Results and better user experience - rids of any distractions and clutter with a cleaner layout. Visually engaging than traditional review pages with display ads.

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COMPARISON

BEFORE

LAPTOP part of *tom's guide*

Navigation: LAPTOPS, TABLETS, WINDOWS 10, ULTRABOOKS, ACCESSORIES, REVIEWS, NEWS

Best Laptops: OVERALL, UNDER \$500, FOR GAMING, FOR BUSINESS, FOR COLLEGE, CHROMEBOOKS, Laptops By Brand, LAPTOP CONFIGURATOR

Advertisement: Microsoft \$229 off Surface Pro & Black Type Cover

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

Editors' rating: ★★★★★

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Price: **\$799 from Amazon**

Advertisement: Microsoft Surface Pro 4 Top 5 Deals - Surface Pro 4 February 2016 Clearance Sale!

3DMark Fire Strike 1 of 10

Device	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12	798
Category Average (as of 01/31/16)	601.23

Other features: FIND A REVIEW, ASK A QUESTION, SUBSCRIBE, FOLLOW US, MOST POPULAR

AFTER

LAPTOP part of *tom's guide*

Navigation: LAPTOPS, TABLETS, SMARTPHONES, ULTRABOOKS, SOFTWARE, APPS, REVIEWS, NEWS, VIDEO

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2017

Rating: ★★★★★

Price: **from \$799.00 buy now** from amazon

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Advertisement: Microsoft Surface Pro 4 from \$799.00 buy now from amazon

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Design

“Faster CPU, bright high-res screen and improved Type Cover”

Image: Microsoft Surface Pro 4 in laptop mode

30-70% increase in CTR

20-30% increase in conversion rate

~32% - ~95% increase in sales

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OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS

LAPTOP part of techguide

Best Laptops 2016

Top Laptop Overall

Dell XPS 13 ★★★★★

Thanks to a razor-thin bezel, the Dell XPS 13 crams a vibrant and sharp 13-inch display into an 11-inch chassis, making it one of the most compact ultrabooks ever. This 2.7-pound laptop also delivers fast performance, thanks to its Intel 6th Generation Core processor and SSD. The non-touch-screen version of this machine lasted nearly 12 hours on a charge, giving you plenty of endurance. Dell also sells a version with a sharper, quad-4D touch display. Overall, the new XPS 13 is the best lightweight laptop for the money.

From \$799

Best Cheap Laptop: **Lenovo IdeaPad 100S** ★★★★★ **From \$179.99**

Best Sub-\$500 Laptop: **Asus F555LA** ★★★★★ **From \$374.99**

Best Apple Laptop: **Apple MacBook Air (13 inch)** ★★★★★ **From \$499.99**

“Is this the best ultraportable for the money? We say yes.”

Dell XPS 13 ★★★★★

The Dell XPS 13 is the best ultraportable laptop for the money, thanks to its wonderfully compact design, long battery life and snappy performance.

from \$799.99 **VISIT SITE**

Best Business Laptop: **Lenovo ThinkPad T460** ★★★★★ **From \$809.10**

Best 2-in-1: **Lenovo Yoga 900** ★★★★★ **From \$1099.99**

Best Video/Photo Editing Laptop: **Asus ZenBook Pro UX501VW** ★★★★★ **From \$1499**

Dell XPS 13 ★★★★★

Erase borders, starting with the display.

The smallest 13-inch laptop on the planet has the world's first virtually borderless InfinityEdge display.

from \$799.99 **VISIT SITE**

Drive Sales

Class-action lawsuit filed against Apple over 'Error 53' failed iPhone security checks

By JOSEPH KELLER

Business protection. Personal privacy. One device.

KNIX is Samsung's defense-grade mobile security platform built into our newest devices such as the Galaxy S6 and S6 edge. Just turn the device on and you're protected.

From PCVA

“The first objective is to get all the affected iPhone customers re-qualified with working phones, and without the overwhelming costs that thousands of people are facing right now with error 53 codes and bricked phones,” said Daniel Cochran, lead attorney for the class action lawsuit. “That will provide immediate relief to the applicants and, in the end, it will also help Apple,” Cochran said.

As we've previously noted, "Error 53" seems to be a new issue that cropped up after iOS 9. Despite initial reports, the error can in fact affect both third-party and official Apple repairs. However, while Apple can swap out your current device for a new one, third-party repair shops cannot.

At this time, it's unclear how many people have been affected by "Error 53." Additionally, the lawsuit still needs to be granted class-action status.

Sed non mauris vitae erat consequat auctor eu in elit. Class aptent tacit sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Business protection. Personal privacy. One device.

KNIX is Samsung's defense-grade mobile security platform built into our newest devices such as the Galaxy S6 and S6 edge. Just turn the device on and you're protected.

Download WhitePaper **KNIX**

THE WOOD

- Excellent build quality
- Large battery capacity
- Very good performance
- Decent camera

THE GAL

- Huawei's EMUI skin is a turn-off for many
- Power-use nags are annoying
- Disappointing speaker quality
- EMUI still breaks Google notifications

Huawei's biggest problem is that it continues to make really good phones with a less good user experience. Some standard features are broken. Some may be missing. Some haven't been fixed across multiple releases. And that's a shame, given the potential we've seen time and time again.

The Mate 8 is not a bad phone. In fact, it's a damn good one. It just could have been so much better, a tune we've had to sing too many times when it comes Huawei, particularly when it also implements Google's proprietary services.

The Best Mobile Security Solution on the Market

KNIX Workforce was awarded the Best Security Solution at the GSMA 2015 Global Mobile Awards.

Learn more **KNIX**

6.5" Full HD IPS-AMOLED LCD display
1080x1920 resolution (208 ppi)
Corning Gorilla Glass 3

8MP Rear Camera
Sony IMX214 sensor, 2.2µm, OIS
1080p resolution video, Slow Motion (240 fps) video @ 1080p

Lead Gen

Most Surprising Things PCs Can Do Now

by MARK SPOONAUER Apr 6, 2016, 3:35 PM

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Voice Recognition

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DESKTOP PERFORMANCE, REDEFINED

From devices that fit in your pocket to towers that meet high performance demands, desktops with Intel Inside™ come in a range of packages to solve any computing need.

Learn more

Brand Engagement