

# Our portfolio & case studies



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# Royal Yachting Association the national body for sailing

The RYA is the national body for dinghy, yacht & motor cruising, all forms of sail racing, RIBs and sports boats, windsurfing & personal watercraft and a leading representative for inland waterways cruising.

## THE BRIEF

We were tasked with improving a poor performing part of the user sign up process on the RYA site. Customers were confused by the different types of membership available and what the difference is between them.

Alongside developing a new “help me choose” tool, the entire template needed a complete redesign to eliminate customer friction points.

## OUR APPROACH

Instead of *just* giving the page an updated look, we delved deeper into the structure & content of the page. Dissecting every paragraph to see how it could be simplified and improve readability.

“Ideal for...” headlines were added to each membership type - allowing users to quickly scan without the need to sift through paragraph after paragraph of content. It’s a simple, but effective, change that transformed how users interacted with the page.

To make choosing a membership type even easier, we built a simple, three question tool that guided users to the option ideal for them.

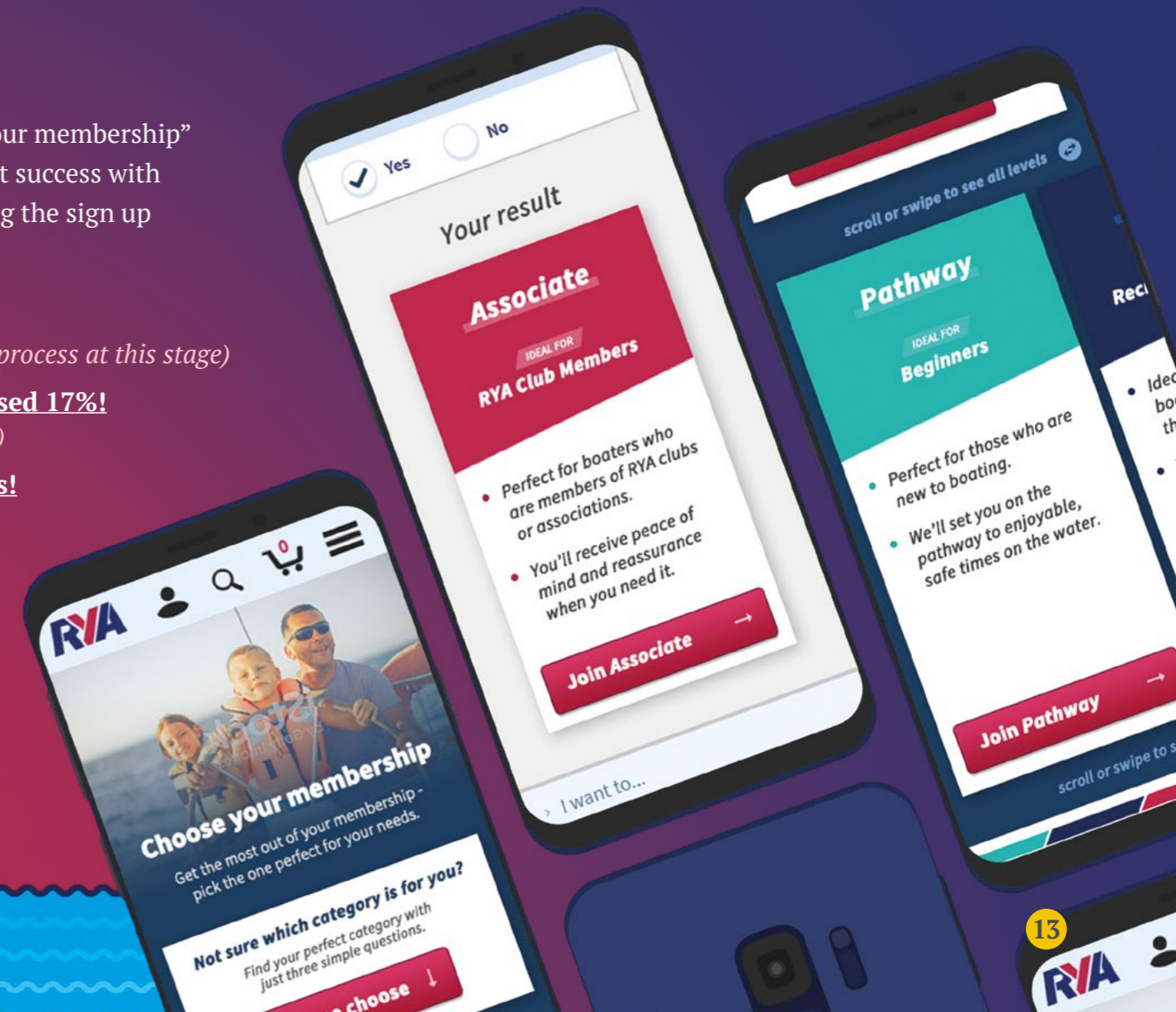
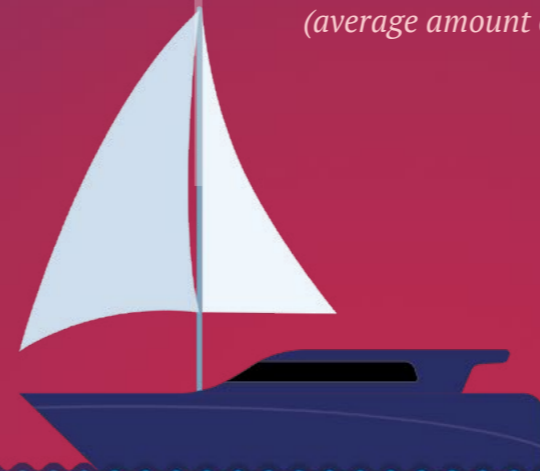
## THE RESULT

The changes to the “Choose your membership” page have proven to be a great success with many more customers completing the sign up process than ever before.

- **Bounce rate has dropped 15%!**  
*(the number of users exiting the sign up process at this stage)*
- **Membership conversion rate increased 17%!**  
*(number of customer going to next stage)*
- **Time on page reduced by 25 seconds!**  
*(average amount of time spent on page)*

*Not only are we delighted with the results Mangopear creative achieved, but we’re also impressed with how they engaged with the business’ stakeholders to develop a creative, yet devilishly simple, solution to a problematic part of our membership sign up process.*

**Ben Holloway**  
Head of Digital, RYA





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Our portfolio doesn't need to be printed to be enjoyed to its fullest.  
Be kinder to the environment and keep it digital.

Our slimline portfolio  
**January 2020 edition**