UX/UI for improving KPI.

Focusing on eCommerce revenue growth and conversion rate optimization
Why choose Turum-burum?

13 years of UX/UI experience with a primary focus on eCommerce, Online Booking, and FinTech projects

300+ projects designed for markets all over the world for countries such as Ukraine, UK, Germany, USA, Kazakhstan, Azerbaijan, Thailand, etc.

In the TOP 100 conversion optimization services in the world

Read all reviews >>
Turum-burum is the only Ukrainian company that has become a **Google UX Partner**

In 2021, we were invited as guest speakers at Google’s Retail Development Program event. We conducted 9 UX audits within Google’s Program for the following companies who have participated in this event:

- BROCARD
- PANDORA
- watsons
- PROSTOR
- MOYO_UA
- eStore.ua
- FLOWERS.UA
- будинок іграшок
- TOUS
Read our case study on how we increased the conversion rate by 55% for Intertop... Read more
What we do

Evolutionary site redesign

Revolutionary site redesign

Website usability analysis
1. Website usability analysis
1. Website usability analysis

A UX specialist can pinpoint interface flaws that are crucial for conversion based on the analytics, users' behavior, and key site metrics.

The results of the audit will be delivered on a Google Sheets report that contains the ready-made detailed plan on revenue growth, such as the following:

- A list of **30-50 hypotheses** with screenshots of the mistakes. We will assign a level of criticality to each mistake or growth point. Example
- Detailed **recommendations** for each mistake.
- The report could also include some analytics, screen recordings of users activities, heat maps, and survey results.
- **Data Studio Dashboard** for easy disclosure of analytics. Example

Read more
Sunuva is a British ecommerce project that sells vibrant swimwear & beachwear for stylish kids.

We conducted the website usability audit.

The client is still in the process of implementing new UX/UI solutions according to our recommendations, but the conversion increase can already be seen.

Read more in
We conducted UX-audits and continue working with:

— German eCommerce project that sells cases, popsockets, and accessories for the iPhone
2. Evolutionary site redesign
2. Evolutionary site redesign (ESR)

Evolutionary site redesign is a gradual interface enhancement process that fixes critical mistakes without dramatically redesigning the website.

1. All interface changes are aimed at improving the online store’s KPIs and average revenue per user.

2. You can invest gradually, while improving the website’s interface step by step while ramping up your income.

3. You can minimize risks associated with a fundamental website redesign

Read more
About the company:
"The best e-commerce retailer of the year in fashion" and "Fashion operator of the year", according to the RAU Awards-2021

More than 3.5 million total visits per month

We increased the conversion by 55% within a year, by 10.5% within the next year, by 8.7% within the last year.
Evolution of the Intertop’s interface
Infoshina

About the company:
Infoshina is an industry leader in the sale of tires and wheels and has been on the market since 2013.

Their website has over 600,000 online visitors per month. Infoshina is an official dealer of Michelin, Goodyear, Premiorri, Bridgestone, and Rosava tires.

We conducted a series of A/B tests that led to the following results:

- The micro conversion of the transition from the Product Item Card to the cart increased by 13.26%, according to the A/B testing results.
- The micro conversion rate for the transition from the Product Item Card to the cart increased by 85.57% after relocating the Buy button to the bottom of the screen.
Veloplaneta

The market leader in Ukraine for the sale of world-famous brands in the world of cycling

- a network of offline stores, workshops, and an online store
- 210,000 users visit the website every month according to SimilarWeb

The work process consisted of the following three main stages:

- Analysis of usability
- Implementation of recommendations by Veloplaneta’s in-house team.
- Supervision of design implementation + consultation on other outstanding tasks regarding the interface.

Result:

The transaction rate in the Mobile app has increased by **33%**.
The average order value has risen by **19.68%**.
Exits from checkout have decreased by **80%**.

3. Revolutionary site redesign
3. Revolutionary site redesign (RSR)

Revolutionary site redesign is a complete redesign of the website's interface and style.

We base all our solutions on previous website analytics and 10-years of experience in website redesign.

Correct mistakes and make changes in the interface as quickly as possible, test new UX-solutions, and influence key website metrics.

More
Zlato

Zlato.ua is an online jewelry superstore that won the 2019 RAU Awards in the “E-commerce retailer of the Year in jewelry” category. They have many showrooms in several Ukrainian cities and the website is regularly visited at least 500,000 times per month.

Key changes after the website redesign based on the RSR approach:

- We have worked out thematic blocks called "Special moments" and "Trends"
- Created new navigation principles
- Simplified the product selection process
- Implemented the functionality of the size calculator
- Added a price change tracking tool and a quick order tool
- Improved the performance of the search function
- Updated the style and customized the content pages

The redesign results of the online store Zlato.ua are as follows:

- Increased the conversion rate by 14% in the mobile pp
- Increased the average session duration by 11%
- Increased the conversion of adding the product to the cart after viewing the product card by 22.5%

Download the full version of the case study article in PDF
Perfumer

PERFUMER is the official dealer of perfume products of TM "Reni" and the largest supplier of perfume bottles in Ukraine. The company has been on the market since 2000.

Redesigning the website using the RSR approach allowed the company to:

- improve the level of service
- improve the interaction experience
- reduce the user's path to the target action
- unburden the company's call center
- provide convenient and efficient processing of large orders
- adjust the correct operation of search and filtering and sorting tools
- use cross-sell and upsell tools effectively

Result:
The transaction rate has increased by **23.97%** on the desktop and by **43.42%** on the mobile.

View the case study at [https://bit.ly/3uQ4zTz](https://bit.ly/3uQ4zTz) to find out more.
Download the full version of the case study article in PDF.
Bagazhnik.ua is a company who sells car racks, backpacks, bags, suitcases, and prams. It has been the official distributor of the Swedish company **THULE in Ukraine** since 2014. Several retail stores are located in four cities, as well as its own dealer network throughout Ukraine.

**Redesigning the website by using the RSR approach has allowed the company to:**

- adapt the site for new business tasks
- scale
- highlight its reputation
- improve the level of service
- increase the conversion rate
- segment users

In addition to creating a UX/UI site, we also created a **front-end** to implement everything in the interface as seamlessly as possible.

Read the case study details at: [https://bit.ly/3gN7BzS](https://bit.ly/3gN7BzS)

Download the full version of the case study article in PDF
Other industries
Smart Extreme

SmartExtreme is a global marketplace for searching and booking kitesurfing, windsurfing, surfing, and kayaking holidays online all over the world.

Our main goal was to create an easy-to-use and reliable UX/UI solution for the booking system with a personal touch. We also needed to create a new good-looking logo.

View the case study https://bit.ly/3oEA3aF
Blue O Two

An award-winning luxury scuba diving tour operator which offers live on-board and shore-based trips around the world.

The Turum-burum team has created all the UX/UI solutions for Blue O Two with which the company has been maintaining ever since.
RetouchMe App

Selfie photo editor app

25 million application users

One of the TOP 100 App Store apps in the Photos & Videos category

Learn more
PhotoTune

PhotoTune is an app that offers limitless possibilities in photo editing of the face and body without requiring any special skills. The following has been done:

- We emphasized the core benefits
- Retouching functions of the app were illustrated in the form of icons
- Convenient coin payment system
- Order tracking feature
- Well-thought-out feedback system
- Easy-to-use personal profile

As a result of the redesign, the app's performance increased by 40%.

View the case study at https://bit.ly/3x4qR31 to find out more.
Devtodev is a comprehensive solution that analyzes apps and games and gives insights from data analytics.

The Turum-burum team has created all the UX/UI solutions for Devtodev.

Check it out in action at https://www.devtodev.com/.
Divebooker

Divebooker is a global marketplace for booking scuba diving trips online

Turum-burum team has created all the UX/UI solutions for Divebooker.

Check it out in action at https://divebooker.com/.
Fintech projects

1. Multi Fintech App

2. Banking mobile application concept:
   a. Version #1
   b. Version #2
   c. Version #3
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