



## CASE STUDY

Privata Affärer

## Escalate Conversion Rates through UI Design

An excellent user interface (UI) goes beyond phenomenal visual effects; it takes an intuitive understanding of how your customers navigate through a site. A strong UI generates better leads and longer customer engagement.

### THE COMPANY

Published by Bonnier Group, Privata Affärer is the largest personal-finance magazine in the Nordic region for investors, financiers, and business-minded people. Privata Affärer recognized an urgent need to rebuild its mobile-unfriendly UI so readers could have immediate, real-time access to what's happening in the markets.

### THE RISK

The existing UI was **unresponsive on mobile**, so within 2 months, we had to renovate the entire UI using a grid layout. Apart from that, the site needed to display a multitude of complex graphs.

### THE TOOLS

Episerver CMS

Financial Hub API

Adaptive Images

### THE SOLUTION

We worked closely with the product owner of Privata Affärer throughout the project, giving them keen insights and suggestions for improvement.

Key achievements:

- ✓ The new UI is adaptive to a wide range of devices, from desktop to mobile and tablet. The content of Privata Affärer consists of large tables. To see them on mobile, readers can easily swipe their fingers across the table. Or if they only need to see a few columns, they can also select their favorites.
- ✓ The website integrates with customized function Financial Hub, which displays real-time and historical market data.
- ✓ The enhanced digital experience promises to help Privata Affärer enlarge their subscriber base.