

# Journey<sup>®</sup>

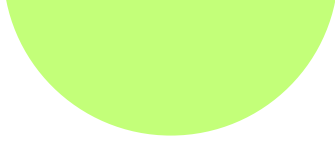
Your Best Possible UX. Always.

Competitor *intel*,  
industry analysis, AB  
experimentation, and  
ongoing QA, to ensure  
your best possible  
users experience.

Journey<sup>SM</sup> is a Quo Agency, Inc. 360° Service.

[www.quo.agency](http://www.quo.agency)

# 360° SOLUTION



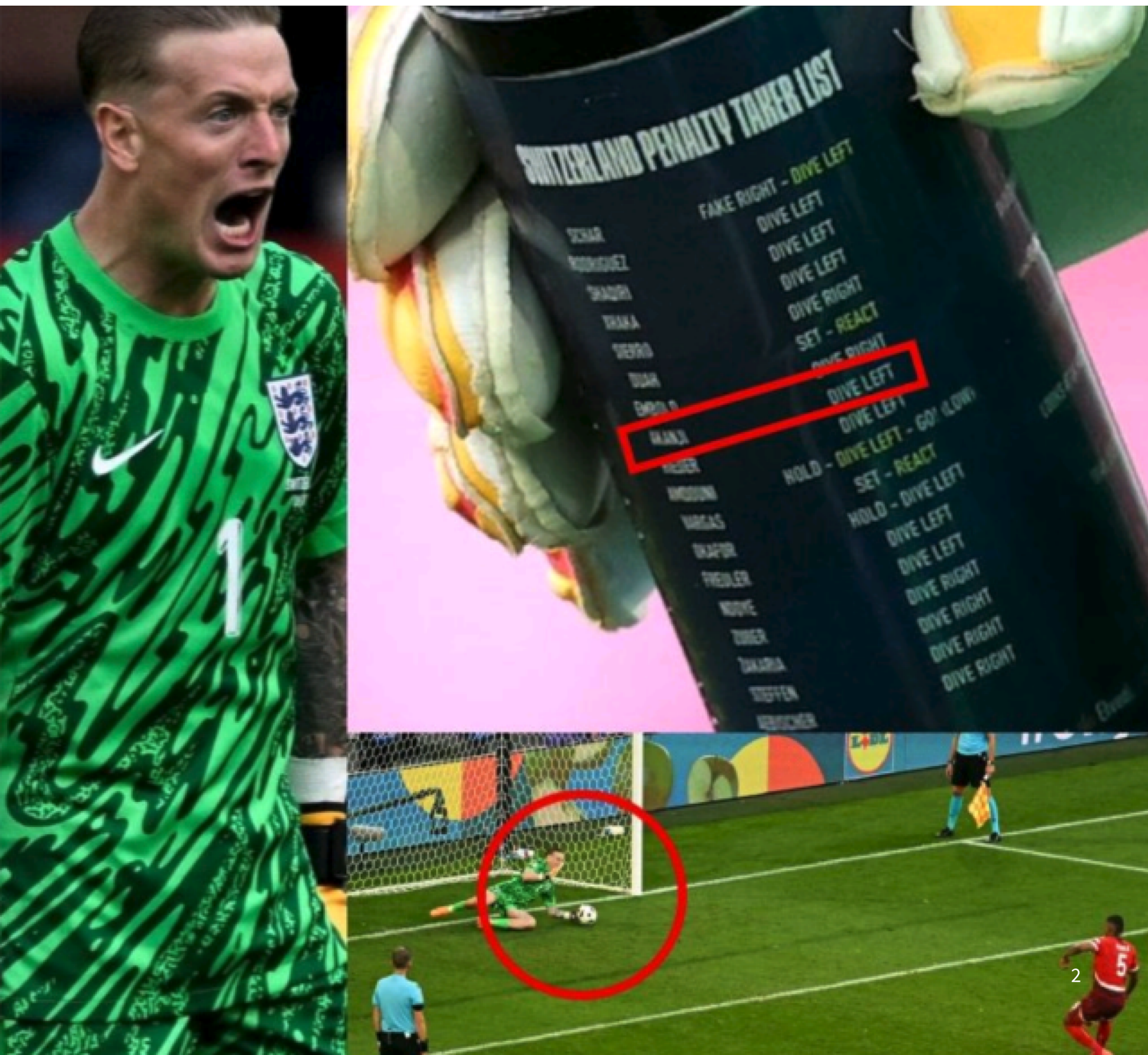
# An introductory story

In a recent match between England and Switzerland, all eyes were on England's goalkeeper, Pickford. But unlike any typical situation, Pickford had a curious companion on the pitch: a water bottle. Now, you might be wondering, what could be so special about a water bottle?

Well, upon closer inspection, the water bottle revealed a secret weapon. It wasn't filled with a magic potion, but rather data-driven insights. The bottle contained notes on the tendencies of Switzerland's players, gleaned from analyzing their past penalty kicks. This intel, likely based on preferred direction and potential fakes, proved to be invaluable. Pickford, armed with this knowledge, successfully stopped a crucial shot from Akanji. This story ended with a quarters-final win for England.

Now, imagine having a dedicated analyst by your side, constantly analyzing competitor strategies, user behavior patterns, and website performance, and then using that deep understanding to keep your team winning.

That's the essence of Journey<sup>SM</sup>.



# Problem & Opportunity

Staying ahead in today's competitive landscape requires constant innovation. However, for busy marketing teams, keeping track of industry UX trends, analyzing competitor strategies, running effective A/B tests, performing quality assurance, and managing all the required design, development, and content management can feel like a never-ending battle. This leaves companies vulnerable to missed opportunities and failing to capitalize on their full potential.

## Common Difficulties & Missed Opportunities:

### Limited Time for Industry Research

#### *Common Difficulty:*

**Limited Time for Staying Ahead of the Curve:** In today's fast-paced digital world, keeping up with the latest industry trends in UI/UX design can be a challenge. Marketing teams are often stretched thin, making it difficult to dedicate the time needed to research leading websites and analyze user experiences for valuable insights.

#### *Missed Opportunity:*

**Falling Behind the Competition:** Competitors who proactively research and implement the latest UI/UX best practices can gain a significant edge. This can lead to a more engaging user experience, higher conversion rates, and ultimately, increased brand loyalty.

### Limited Time for Competitive Analysis

#### *Common Difficulty:*

**Focus on Internal Performance:** Marketing teams often prioritize immediate campaign performance and internal data analysis. This leaves limited time for in-depth competitive research to understand industry trends and competitor strategies.

#### *Missed Opportunity:*

**Blind Spots in Competitor Strategies:** Without a clear understanding of competitor strengths and weaknesses, valuable insights might be missed. This can lead to missed opportunities to learn from successes, identify potential threats, and differentiate your brand offering.

### A/B Testing Bottlenecks:

#### *Common Difficulty:*

Traditional A/B testing tools often involve a complex setup process. This includes configuring experiments, designing and developing variations, creating content, rigorous



quality assurance (QA), ensuring site stability, setting up conversion tracking, and finally, monitoring results. Each step can be time-consuming and prone to errors, hindering the efficiency of your optimization efforts.

*Missed Opportunity:*

Limited Optimization Opportunities: The complexities of A/B testing can lead to a limited number of tests being run. This restricts your ability to identify valuable insights and optimize your website's user journey for maximum impact.

## Lack of Time for Regular QA Raids

*Common Difficulty:*

Limited Resources for Continuous Monitoring: QA teams are often stretched thin, making it difficult to dedicate regular time to conduct thorough website audits (QA raids) to identify and fix usability issues. This can lead to undetected errors that negatively impact the user experience.

*Missed Opportunity:*

Friction in the User Journey: Unidentified website errors can create frustration and confusion for users. This can lead to cart abandonment, lower conversion rates, and a damaged brand reputation.

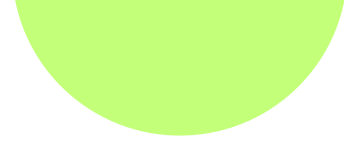
## Siloed Expertise and Inefficient Workflow

*Common Difficulty:*

Fragmented Teams and Inefficient Communication: Website improvements often require collaboration between various teams with diverse skillsets (UI/UX design, HTML/CSS developers, JavaScript programmers, content creators, copywriters, and illustrators). Coordinating these teams and ensuring a smooth workflow can be time-consuming and inefficient.

*Missed Opportunity:*

Delayed Implementation and Lost Opportunities: The back-and-forth communication and handoffs between teams can significantly delay the implementation of website improvements. This can lead to missed opportunities to capitalize on identified insights and optimize the user journey.



*Enter Journey<sup>SM</sup> as a solution, taking the wheel and unleashing continuous improvement in your customer's web journeys with insights-driven optimization.*

## Here is how it works

### 1. Industry insights research

Expert industry research:

Quo Agency bridges the gap for your busy marketing team. We conduct in-depth research on the latest UI/UX trends and competitor analysis. We translate these insights into actionable recommendations tailored to your specific industry and target audience.

Fast and efficient insights delivery:

We understand your time constraints. Quo Agency delivers clear, concise reports that highlight key industry findings and competitor strategies. This allows your team to quickly grasp the latest developments and make informed decisions.

Focus on your core strengths:

By outsourcing industry research and insights to Quo Agency, your marketing team can focus on what they do best – developing and implementing effective marketing campaigns based on the latest data and trends.

### 2. Ongoing competitive analysis

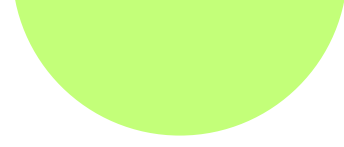
Expert Competitive Analysis:

We delve into competitor websites, analyze user engagement patterns, and uncover hidden strengths and weaknesses.

Actionable Intelligence:

We translate complex data into clear, concise reports that highlight actionable strategies to differentiate your brand and optimize your website.





## 3. Testing

### Tests Design & Execution:

We will design and execute A/B tests tailored to your specific goals. We'll handle everything from research and hypothesis formulation to variation development and data analysis.

### Efficiency:

Quo Agency utilizes sophisticated tools and methodologies to streamline the A/B testing process. This allows us to efficiently run multiple tests, gather insights quickly, and identify the most effective changes for your website.

### Clear & Actionable Recommendations:

We don't just provide raw data. Quo Agency translates test results into clear, actionable recommendations that you can easily analyze.

## 4. Regular QA raids

Marketing teams often lack dedicated resources to conduct regular and thorough website audits, also known as "QA raids." This can lead to undetected usability issues that frustrate users and negatively impact conversion rates. Identifying and fixing these issues before they become widespread is crucial for maintaining a smooth user experience. **We act as your proactive website guardians.**

### QA Audits & Bug Detection:

In-depth website audits, utilizing a combination of automated testing tools and manual inspection. We uncover hidden website errors, usability issues, and performance bottlenecks that could be hindering user experience.

### Prioritization of Bugs & Actionable Insights:

We prioritize errors based on their severity and potential impact. This allows us to focus on fixing critical bugs first, maximizing our efficiency and ensuring a seamless user journey.

### Proactive Maintenance:

We go beyond one-off audits. We offer ongoing monitoring of your website to identify and address potential issues before they affect users. This proactive approach ensures your website remains optimized and delivers a consistently positive user experience.



# Journey<sup>SM</sup> is a 360° Solution by Quo Agency

Quo Agency, the brand standing behind Journey<sup>SM</sup>, offers outsourced services for busy marketing teams. We call Journey<sup>SM</sup> a 360° Solution for it is a very strategic combination of areas of expertise and software utilization, working in a synchronized dance to achieve a result that is highly valuable.

## Why working with Quo Agency?

We address the issue of siloed expertise and inefficient workflows by delivering expertise under one roof

Website improvements often require a complex dance of diverse specialists: UI/UX designers, front-end developers, CMS integration experts, content creators, copywriters, illustrators, and content managers. Hiring and coordinating these freelancers individually can be time-consuming, expensive, and lead to communication bottlenecks. This fragmented approach can hinder the efficiency and quality of your website improvements. **Journey<sup>SM</sup> eliminates the need to manage multiple freelancers.**

Predictable costs that covers all your marketing outsourcing needs

We work on a subscription model to addresses the usual concerns about discontinuity and availability typical with freelancers, while remaining much cost-efficient than traditional hiring practices.

Key highlights: We help leading brands like Forbes100 Nielsen, StanleyBrothers (owners of the Charlotte's Web and Performance product lines), global intercultural exchange Intrax (including Ayusa and AuPairCare, \$5M seed-funded DashworksAI, Fortune5000 CardFlight that process transactions for 250K+ clients across The States, rapidly expanding Kunes Auto Group (40+ dealerships nationwide), and the global recognized Immerse Education.



# Let's talk about growth



You're probably a CEO, CMO or marketing director juggling a million tasks.

Finding the right partner to elevate your brand and drive results can feel like a constant hustle. You need reliability. Enter our agency: we're not your average outsourcing services shop. We understand the unique challenges faced by established companies like yours. Our On-Demand Services and 360° Solutions are innovative approaches that will allow you to gain back your time to focus on macro.

## Contact us

You can get in touch with us in any of the below ways:



### Via email

[diego@quo.agency](mailto:diego@quo.agency)



### Discovery call

<https://quo.agency/meetings/diego366>



### Via our website

[www.quo.agency](http://www.quo.agency)

