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# How an Education Platform's Redesign & Rebrand Doubled Revenue Per User

a user experience case study

# Knowledge to Power

Medical Education Platform

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## Introduction

Knowledge to Practice (K2P) is an on-demand learning platform that helps healthcare practitioners prepare for board exams and keep up with scientific journals. Their website didn't meet their user experience standards: the content was scattered, the navigation was confusing, and the home page didn't showcase why a physician should use their platform over others.

K2P partnered with WebMechanix to create a future-proof site that educates prospects about the brand and helps prospects find what they want.

## 258%
increase in conversion rates

## 285%
increase in revenue per user

## 277%
increase in average session duration

## How We Did It

It took a few weeks to understand the complex buying process for individual and hospital system customers. We built new personas and user journeys for their B2B efforts, helping the K2P team understand their primary users while simultaneously providing new angles for the sales and marketing teams.

Next, we re-organized content across the site in an intuitive manner.

"Their UX designers are talented. Their development team's extraordinarily talented and approached tasks from a digital marketing perspective. They're not just coding to specifications. They understand how their work impacts the bigger picture, which was useful. They're fluent in cutting-edge digital marketing practices."

-Director of Digital Marketing

We introduced headings that overlap images based on the overlapping shapes in their logo. We also replaced stock photography with candid photos to create a more authentic experience and provided photography guidelines so the K2P team could avoid stock images and forced poses.

The client wanted to create content easily, so we replaced their outdated page builder with a simple interface customized to their needs, which is enjoyable and intuitive. K2P can now break up text with columns, cards, sliders, and other modules so that a page is more engaging.

## Discoveries

K2P's new site noticably impacted business results. Just one month after launch, K2P reported:

- Conversion rates increased by 258%
- Revenue per user increased by 285%
- Average session duration increased by 277%

The client believes a significant amount of these results are due to the amount of time that went into the intake strategy and understanding the customers before putting pencil to paper.

## The Bottom Line

Knowledge to Practice's site didn't allow prospects to discover the content they needed easily, so K2P had WebMechanix redesign it and replace their page-builder. The new site achieved triple digit increases in business metrics and showed different personas the right info at the right time. With the enhaced user experience, visitors trusted the brand and could better understand K2P's value proposition.
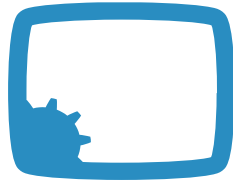
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