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OPTIVERSE

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# Welcome to the Optiverse Site Redesign Increases Membership & Engagement

## OPTIMIZEZY'S OPTIVERSE - DATA-DRIVEN REDESIGN

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### Community

Join the conversation: Ask questions, share your expertise, get Optimizely like-minded professionals.

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### Knowledge Base

Get help: Browse support topics, FAQs, Optimizely feature documentation, and strategies for testing and personalization.

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### Academy

Build your skills: Learn optimization essentials at your own pace through interactive, step-by-step courses.

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## BUILDING A VIBRANT ONLINE COMMUNITY

Optimizely is the world's leading experimentation platform, enabling businesses to deliver continuous experimentation and personalization across websites, mobile apps and connected devices. Optiverse, Optimizely's online community, offers helpful resources, instructional materials and community forums about A/B testing, personalization and digital optimization.



Community Growth



Website Redesign



Gamification

## RE-THINKING THE ONLINE PLATFORM

A desire to boost community sign-up and engagement on Optiverse led Optimizely to engage us for user experience strategy and design services. The project spanned two phases. First, improve the community's architecture and navigation, and update its look and feel. Second, design and execute a gamification and badging experience.



Google Analytics



## IMPROVED DESIGN INCREASED CONVERSIONS

The new site design was tested and optimized with a beta group of users before launching to the community at large. Improved architecture, UI and look & feel yielded impressive lifts in both new user registration, and overall content engagement. New gamification and badging features were also well-received among the community, and have also added significantly to the success of the redesign.

## RESULTS

▲ 151%

Increase in active members

▲ 50%

Increase in content engagement

“roboboogie's strategic, data-backed approach to design removed subjectivity from the design process and is yielding a 151% increase in community registrations. Our partners and customers love the new Optiverse community.”

Amanda Swan, Community Manager

## GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.  
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# roboboogie

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