

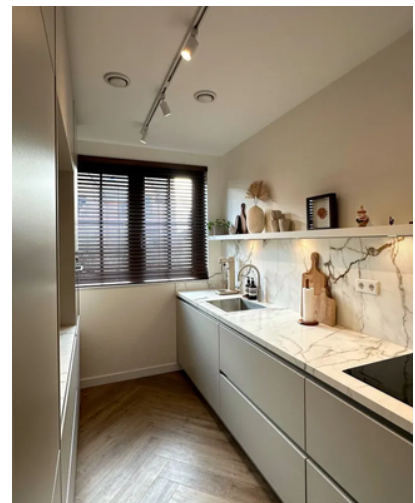
Placement - Adding Visual Icons

Introduction

Veneta is an online company based in the Netherlands with over a decade of experience specializing in custom-made window coverings. In addition to the Netherlands, the company also operates in Belgium and Denmark, offering a wide range of customizable products including wooden blinds, pleated blinds, curtains, Roman blinds, roller blinds, skylight blinds, faux wood blinds, aluminum blinds, and shutters. Rather than leveraging physical showrooms, Veneta provides in-home consultations where advisors present fabric samples and product options specific to a customer's specific home needs. Customers can also explore and order products directly through their website.

Veneta prides itself in providing great customer service and a high customer satisfaction rating, backed by USPs (Unique Selling Points/Propositions). For many product categories, Veneta expected an emphasis on the need for more specific USPs, so they ran an experiment to highlight product-category-specific USPs.

A key feature of the website is the configurator, which guides customers toward a customized product that meets their needs through a series of questions. However, due to the many variables and technical terms, some steps in the configurator can feel challenging or unfamiliar to customers. To address these issues, Veneta conducted numerous experiments to improve user experience. One such experiment introduced visual support for customer selections, using clear and intuitive icons. An especially challenging option for customers is the placement of curtains. In Dutch, the terms “in de dag” (inside mount) and “op de dag” (outside mount) were already simplified to “in het kozijn” (inside the window frame) and “op het kozijn” (on the window frame). To further reduce confusion, additional icons were added as part of the experiment to clarify these options.



Control

Bereken je prijs en bestel Vanaf 23,-

Kleur ⓘ

 Alle kleuren en transparanties

Breedte in mm ⓘ Hoogte in mm ⓘ

☒ mm ☐ cm

Plaatsing ⓘ


Ketting ⓘ

Bedieningslocatie ⓘ

Voering ⓘ



Variation

Bereken je prijs en bestel Vanaf 23,-

Kleur ⓘ

 Alle kleuren en transparanties

Breedte in mm ⓘ Hoogte in mm ⓘ

☒ mm ☐ cm

Plaatsing ⓘ
 

Ketting ⓘ

Bedieningslocatie ⓘ

Experiment Results

This seemingly small change—adding intuitive icons to clarify curtain placement—had a significant impact on the user experience and, ultimately, business outcomes. By reducing confusion in the configurator, customers could more confidently select the right options for their needs, leading to an increase in engagement and conversions. Veneta saw a 14% lift in Add to Cart and a 10% increase in Average Order Value, demonstrating that a more seamless and visually guided shopping experience translates directly to higher customer satisfaction and revenue growth. This experiment highlights the importance of continually refining the user journey to drive meaningful business results.

96K

visitors

197K

sessions

+14%

Add To Cart

+10%

Average Order Value