August 2023: Auto Analytics

# Request to update Automotive Events in Quantum Metric (QM)

# Overview

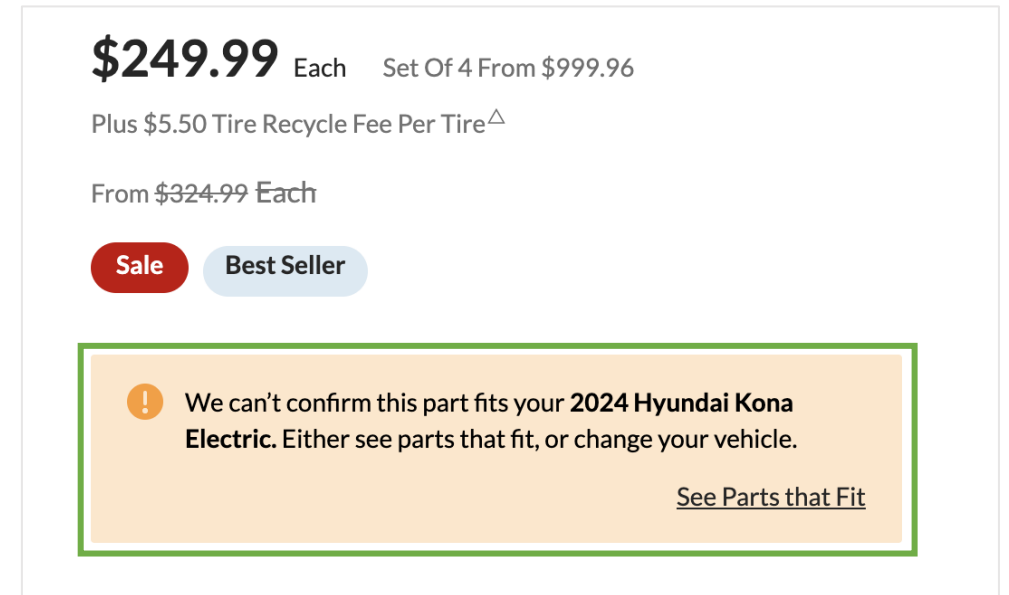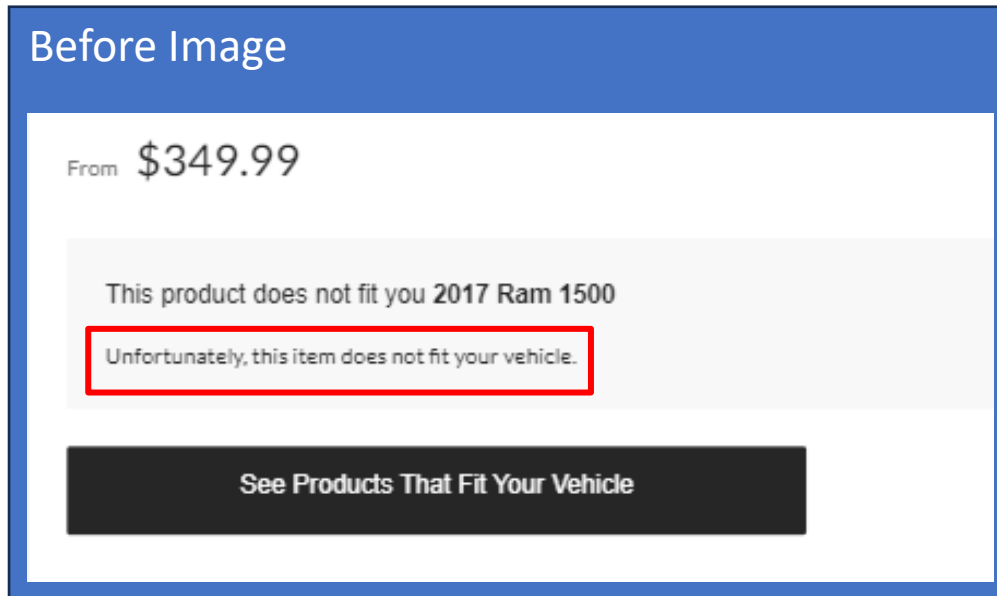This report serves as a formal request to update specified automotive events in Quantum Metric (QM).

**UXR**

# Automotive - Incompatible Product Modal Displayed

**Description:** Triggers on PDP when "This product does not fit your vehicle" error message is displayed. Value captured is "PCode | SKU | Year | Model | Make | Body | Option"

**Update request:**
- Update to reflect current design shown below
- Suggest renaming to "PDP Incompatible Product Notification" in title of the tracker.
- This orange message will appear in multiple scenarios – We want this to track when a user has a vehicle and we can't give a pCode, or if a user skips using the vehicle selector such as selecting a gen merch product that doesn't require fitment (e.g. wiper blade length) or putting a SKU in the search bar.
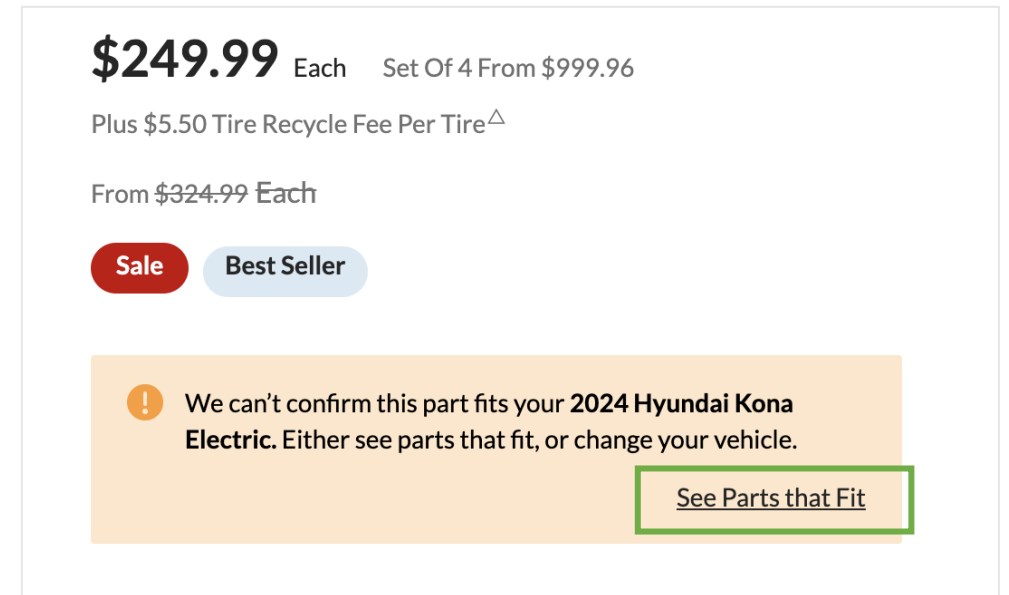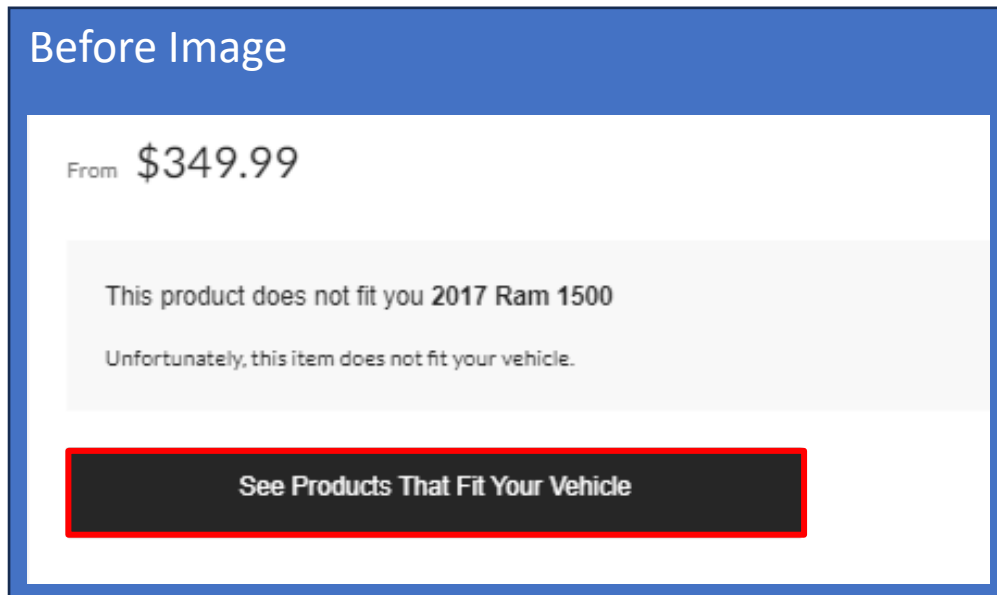


Before Image



Current Design (Aug 2023)

# Automotive - See Products That Fit Button Click

**Description:** Triggers when users click on "See Products That Fit Your Vehicle" button on PDP when shown the Incompatible Product Modal ("This product does that fit your vehicle"). Value captured is "PCode | SKU | Year | Model | Make | Body | Option"

**Update request:**
- Update to capture current Call to Action – "See Parts that Fit" link



Before Image

From $349.99

This product does not fit you 2017 Ram 1500

Unfortunately, this item does not fit your vehicle.

See Products That Fit Your Vehicle



$249.99 Each    Set Of 4 From $999.96

Plus $5.50 Tire Recycle Fee Per Tire△

From $324.99 Each

Sale    Best Seller

⚠ We can't confirm this part fits your **2024 Hyundai Kona Electric.** Either see parts that fit, or change your vehicle.
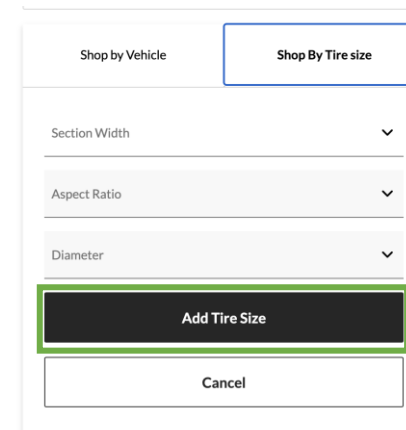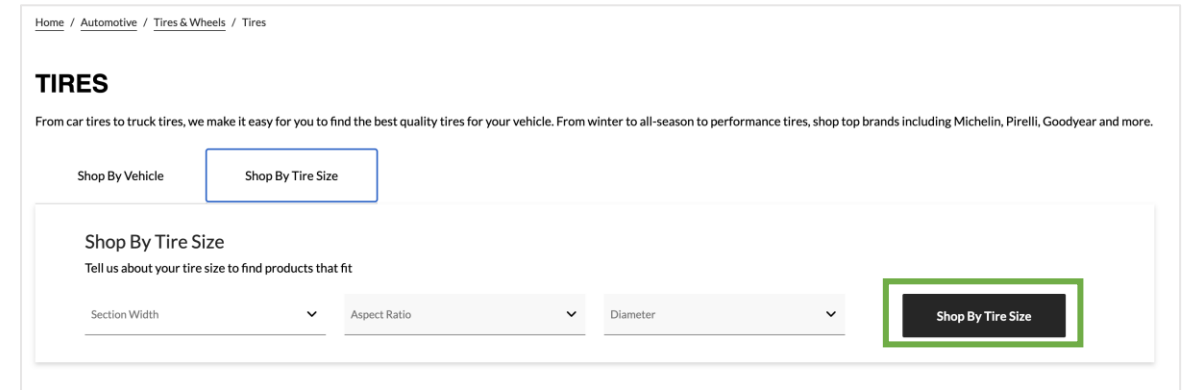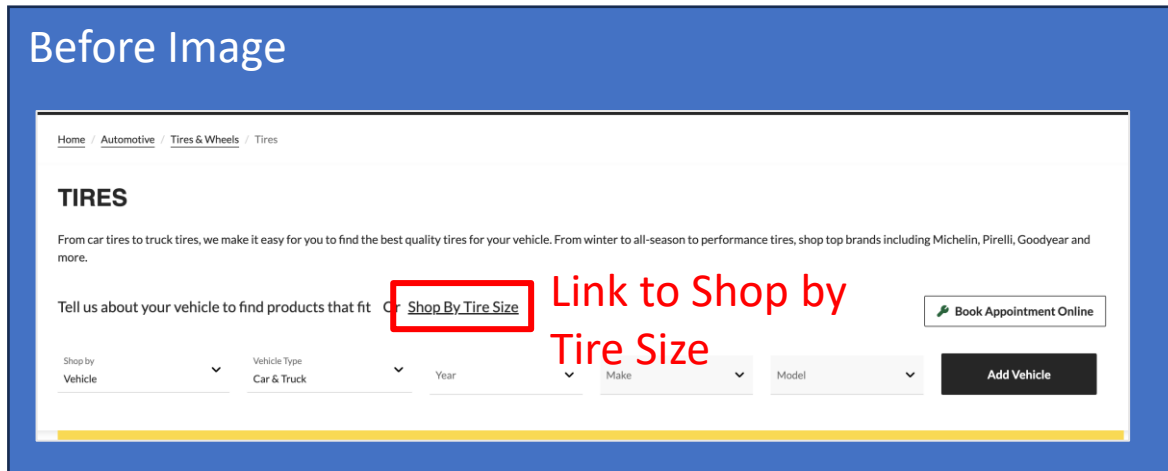
See Parts that Fit

Current Design (Aug 2023)

# Auto - Automotive - Shop by Tire Size Click

**Description:** Triggers when a user clicks the 'Shop by Tire Size' button in the tire change on the category or PDP page. Returns "if user inserts vehicle" Body | Make | Model | Option | Section Width | Aspect Ratio | Diameter.

**Update request:**
- Shop by Tire Size appears on Tire Category Page and below (L3 and L4s) and Tires' PDPs



Before Image

Link to Shop by Tire Size

Current Design (Aug 2023)

Tire's L3 Category Page
Winter Tire's L4 Catetory Page
Tire PDP

# Auto - Automotive - Vehicle Selector Displayed

**Description:** Triggers when the vehicle selector banner is present.

**Update request:**
- This event is currently broken and will need an update to current designs.
- This event needs to capture where the vehicle selector is present. (CLP, PLP, or PDP)



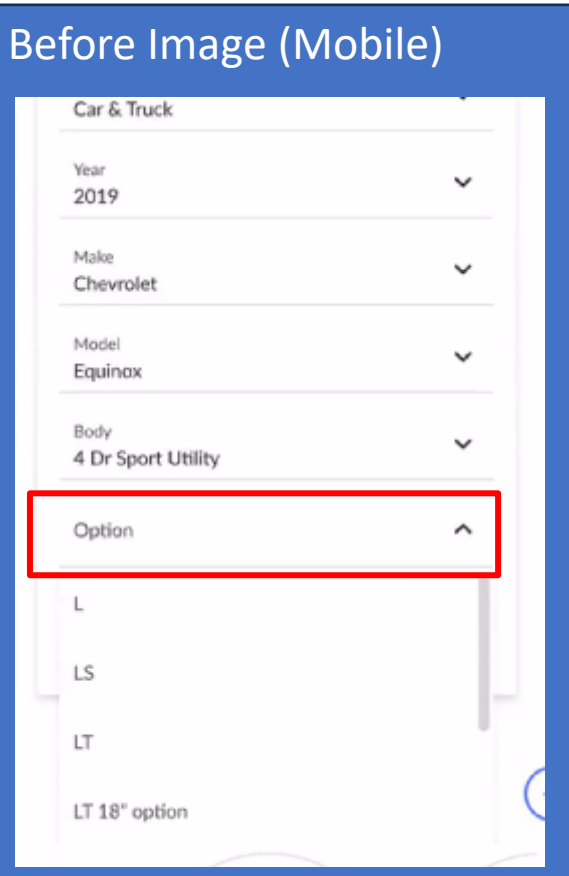June 21st Stopped Functioning

Captures CLP, PLP, or PDP

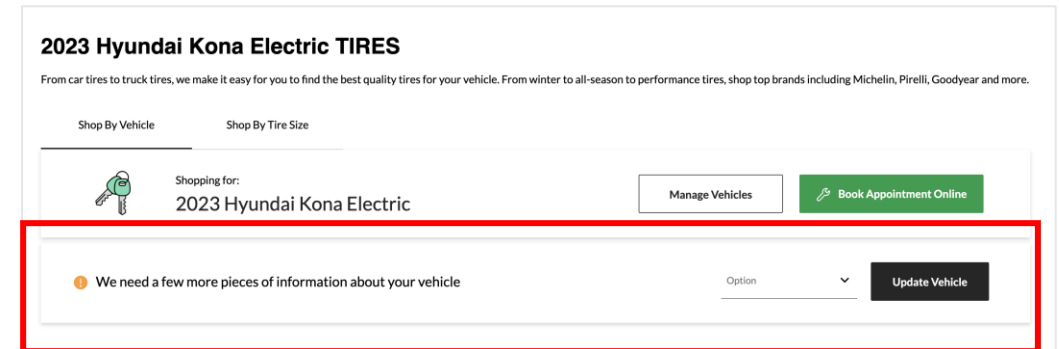# Automotive - JustInTime Modal Displayed

**Description:** Triggers when the Just-In-Time drawer (Body and Option fields) is displayed during vehicle selection.

**Update request:**
- Update is needed
- Renaming event name to "JustInTime Drawer" and description to match designs.



Before Image (Mobile)



Current Designs

# Automotive - JustInTime Modal Used

**Description:** Triggers when user clicks on the Just-In-Time modal during vehicle selection. appearance and vehicle

**Update request:**
- Update is needed
- Renaming event name and description to match designs.



Before Image (Mobile App)

Tell us about your vehicle to find parts that fit or book an appointment.

Vehicle Type
Car & Truck

Year
2019

Make
Chevrolet

Model
Equinox

Body
4 Dr Sport Utility

Option
LT

Add Vehicle



Current Designs

# Automotive - No Result - Vehicle/Tires

**Description:** Event fires when on automotive category page and there are no results for a selected vehicle or tire size.

**Update request:**
- This event is currently broken and will need an update to capture current messages.

Current Designs/Messages:

No results message for tires/wheels



No results message for gen merch

Sorry, we found no results for your 2022 Karma GS-6

Please try browsing other categories, or changing your vehicle.

We can't find wheels for your vehicle in the original size

We found other size wheels available for your vehicle.
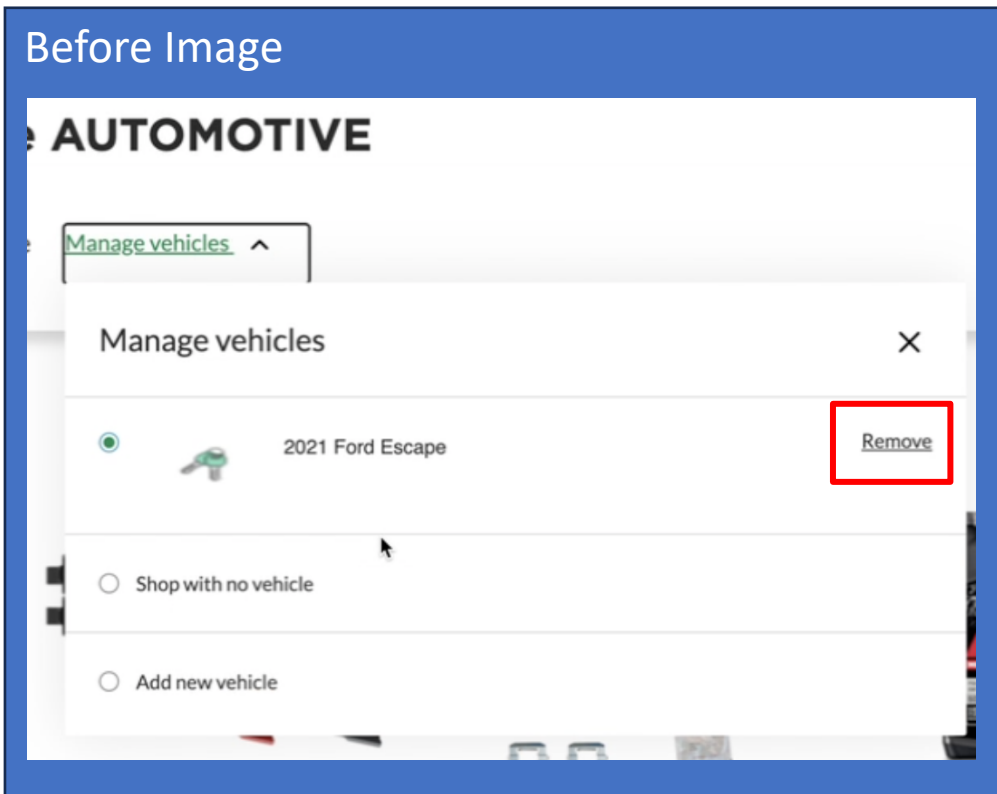Would you like to see what other sizes are available?

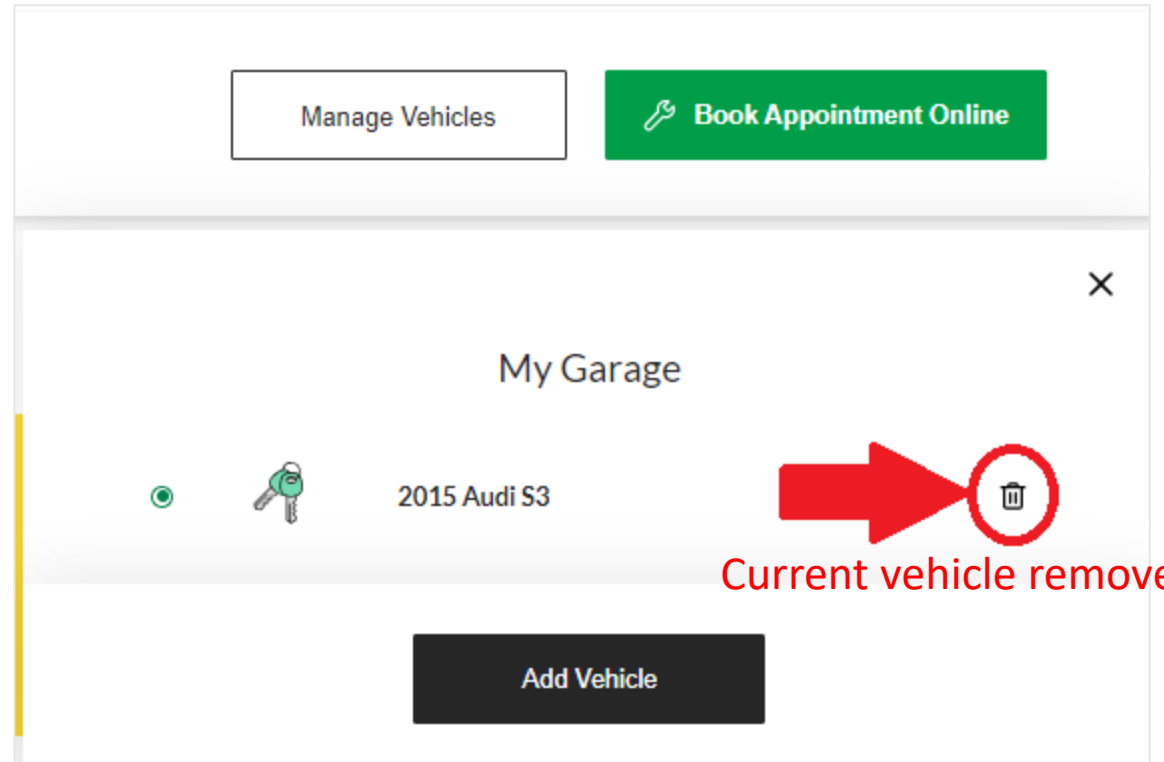Yes, Show me Other Sizes

**UXR**

# Automotive - Vehicle Removed

**Description:** Triggers when user clicks on "Remove" button on vehicle selector. Value captured is "Removed Vehicle | Location".

**Update request:**
- This event is currently broken and will need an update to current designs.


Before Image

Current Design


Current vehicle remove button

# Automotive - Shop w No Vehicle Click

**Description:** Triggers when user clicks on "Shop with No Vehicle" radio button on vehicle selector. Value captured is "PDP" if occurred on PDP and "Non-PDP" otherwise.

**Update request:**
- Please remove this event. This option has been removed from My Garage and is no longer needed.

**UXR**

# Appendix