Esure

Test Plan – SW: Motor Q&B: Breakdown: Simplified content question: All Devices

Angeli Mehta

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Name	Version	Changes
Angeli Mehta	1	Document created

Test Background

Evidence

- Following the user testing it was clear that the breakdown step is confusing for customers. We want to test a simpler version by reducing the content for each question.

Hypothesis

By simplifying the questions on the breakdown page we will help users to understand the questions better and lead them to the right level of cover increasing breakdown uptake.

Test Goal

Increase breakdown uptake

Targeting

Name	Description	Example URLs
Breakdown page	Breakdown page	https://www.sheilaswheels.com/motor/breakdown

Audiences

Devices

Desktop, Tablet, Mobile

Other

Customers that have landed from an aggregator

Add global holdback to the audience in Optimizely

Add the variation code to the control but comment it out to ensure there is no difference in page speed load

Scenarios & Considerations

QA Tier

Tier 3

Scenarios

- 1.1 User selects No to breakdown cover – no cover offered
- 1.2 User selects Yes to breakdown cover at home AND Within 10 miles of home if needed to be towed – Roadside Assistance & Home Rescue
- 1.3 User selects Yes to breakdown cover at home AND Any garage in the UK if needed to be towed – Roadside Assistance & Home Rescue & Recovery
- 1.4 User selects No to breakdown cover at home AND Within 10 miles of home if needed to be towed – Roadside Assistance
- 1.5 User selects No to breakdown cover at home AND Any garage in the UK if needed to be towed - – Roadside Assistance & Home Rescue & Recovery
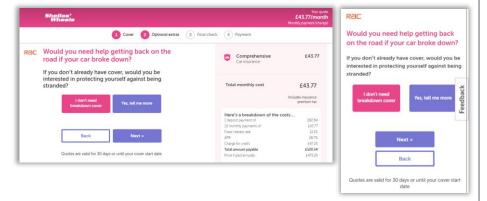
Considerations

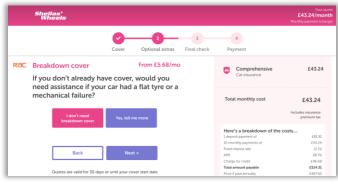- The price is to be dynamic and updates if user has chosen annual/monthly previously

REO

Variations

Control – Don't need CTA

Variation 1.1 – Don't need CTA

Design changes
- Remove headline question replace with Breakdown cover. Change question to "If you don't already have cover, would you need assistance if your car had a flat tyre or a mechanical failure?"
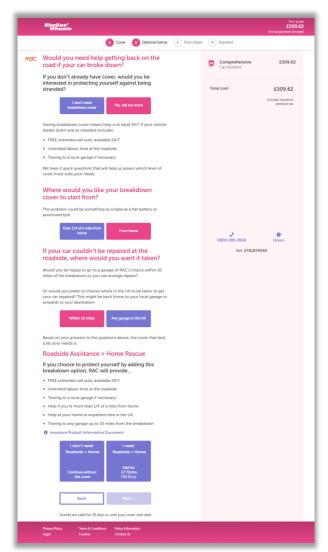- Display price in top right

Considerations
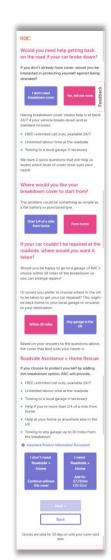- No functionality changes

Design Link
https://www.figma.com/file/wKF9Y8wIExdRpqdUT5UHyb/SW-Motor-Q-and-B-Breakdown-simplified-content-Copy-for-Dev?node-id=0%3A1
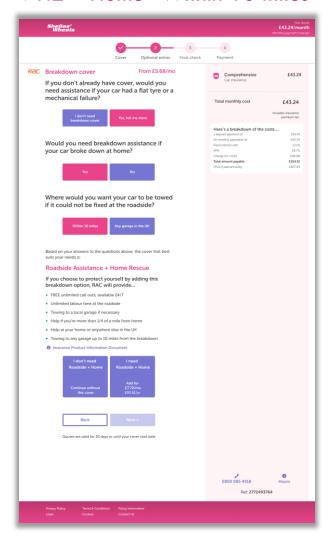
REO

Control – Home>Within 10 miles

V1.2 – Home>Within 10 miles

Design changes

- Display changed title and initial question with price in the top right.
- When a user selects Yes I need breakdown cover to the initial question remove the copy below.
- Remove copy for the second question and replace with "Would you need breakdown assistance if your car broke down at home?" Display CTAs Yes and No
- Replace copy for the third question and replace with "Where would you want your car to be towed if it could not be fixed at the roadside?" Display CTAs Within 10 miles and Any garage in the UK
- Display questions one at a time, once a user has answered one show the next and anchor the user to the question.

Considerations

- No functionality changes

Control – Home>Any Garage

V1.3 – Home>Any Garage

REO

Control – ¼ mile>Within 10 miles

V1.4 – ¼ mile>Within 10 miles

Control – ¼ mile>Any Garage

V1.5 – ¼ mile>Any Garage

Control – Don't need CTA

Variation 2.1 – Don't need CTA

Design changes

- Remove headline question replace with Breakdown cover. Change question to "If you don't already have cover, would you need assistance if your car had a flat tyre or a mechanical failure?"
- Hide the price

Considerations

- No functionality changes

REO

Control – Home>Within 10 miles

V2.2 – Home>Within 10 miles

Control screen

Sheilas' Wheels

Your quote £509.62
Annual payment (change)

① Cover ② Optional extras ③ Final check ④ Payment

RAC Would you need help getting back on the road if your car broke down?

If you don't already have cover, would you be interested in protecting yourself against being stranded?

[I don't need breakdown cover] [Yes, tell me more]

Having breakdown cover means help is at hand 24/7 if your vehicle breaks down and as standard includes:

- FREE unlimited call outs, available 24/7
- Unlimited labour time at the roadside
- Towing to a local garage if necessary

We have 2 quick questions that will help us assess which level of cover most suits your needs
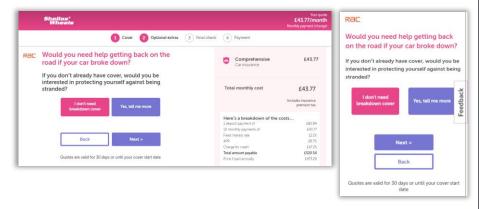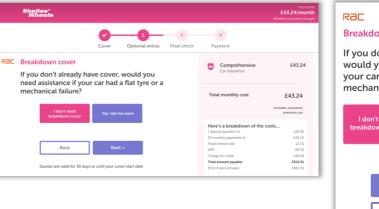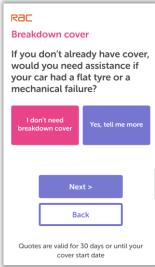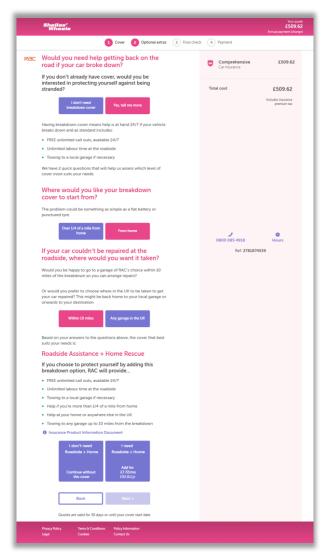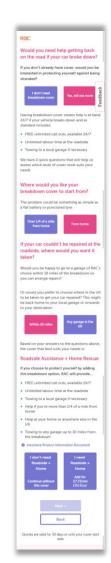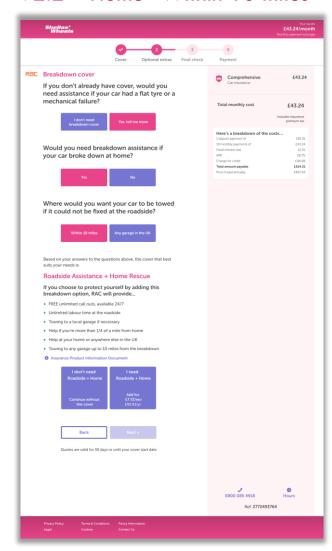
Where would you like your breakdown cover to start from?

The problem could be something as simple as a flat battery or punctured tyre.

[Over 1/4 of a mile from home] [From home]

If your car couldn't be repaired at the roadside, where would you want it taken?

Would you be happy to go to a garage of RAC's choice within 10 miles of the breakdown so you can arrange repairs?

Or would you prefer to choose where in the UK to be taken to get your car repaired? This might be back home to your local garage or onwards to your destination

[Within 10 miles] [Any garage in the UK]

Based on your answers to the questions above, the cover that best suits your needs is:

Roadside Assistance + Home Rescue

If you choose to protect yourself by adding this breakdown option, RAC will provide...

- FREE unlimited call outs, available 24/7
- Unlimited labour time at the roadside
- Towing to a local garage if necessary
- Help if you're more than 1/4 of a mile from home
- Help at your home or anywhere else in the UK
- Towing to any garage up to 10 miles from the breakdown

ⓘ Insurance Product Information Document

[I don't need Roadside + Home. Continue without this cover] [I need Roadside + Home. Add for £7.72/mo £92.61/yr]

[Back] [Next >]

Quotes are valid for 30 days or until your cover start date

Comprehensive £509.62
Car insurance

Total cost £509.62

Includes insurance premium tax

☎ 0800 085 4918   ⏱ Hours

Ref: 2781874539

Privacy Policy   Terms & Conditions   Policy Information
Legal   Cookies   Contact Us

V2.2 screen

Sheilas' Wheels

Your quote £43.24/month
Monthly payment (change)

✓ Cover ② Optional extras ③ Final check ④ Payment

RAC Breakdown cover

If you don't already have cover, would you need assistance if your car had a flat tyre or a mechanical failure?

[I don't need breakdown cover] [Yes, tell me more]

Would you need breakdown assistance if your car broke down at home?

[Yes] [No]

Where would you want your car to be towed if it could not be fixed at the roadside?

[Within 10 miles] [Any garage in the UK]

Based on your answers to the questions above, the cover that best suits your needs is:

Roadside Assistance + Home Rescue

If you choose to protect yourself by adding this breakdown option, RAC will provide...

- FREE unlimited call outs, available 24/7
- Unlimited labour time at the roadside
- Towing to a local garage if necessary
- Help if you're more than 1/4 of a mile from home
- Help at your home or anywhere else in the UK
- Towing to any garage up to 10 miles from the breakdown

ⓘ Insurance Product Information Document

[I don't need Roadside + Home. Continue without this cover] [I need Roadside + Home. Add for £7.72/mo £92.61/yr]

[Back] [Next >]

Quotes are valid for 30 days or until your cover start date

Comprehensive £43.24
Car insurance

Total monthly cost £43.24

Includes insurance premium tax

Here's a breakdown of the costs...

1 deposit payment of	£81.91
10 monthly payments of	£43.24
Fixed interest rate	12.5%
APR	28.7%
Charge for credit	£46.68
Total amount payable	£514.31
Price if paid annually	£467.63

☎ 0800 085 4918   ⏱ Hours

Ref: 2772493764

Privacy Policy   Terms & Conditions   Policy Information
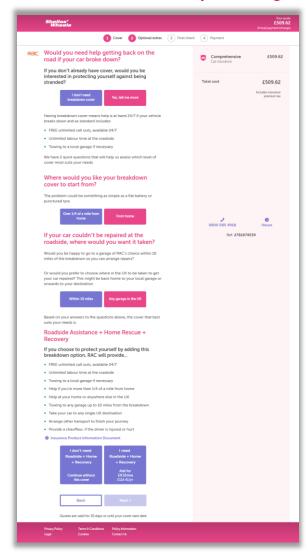Legal   Cookies   Contact Us

REO

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Design changes

- Display changed title and initial question hiding the price
- When a user selects Yes I need breakdown cover to the initial question remove the copy below.
- Remove the second question and replace with "Would you need breakdown assistance if your car broke down at home?"
- Display CTAs Yes and No
- Replace copy for third question and replace with "Where would you want your car to be towed if it could not be fixed at the roadside?"
- Display CTAs Within 10 miles and Any garage in the UK

Considerations

- No functionality changes
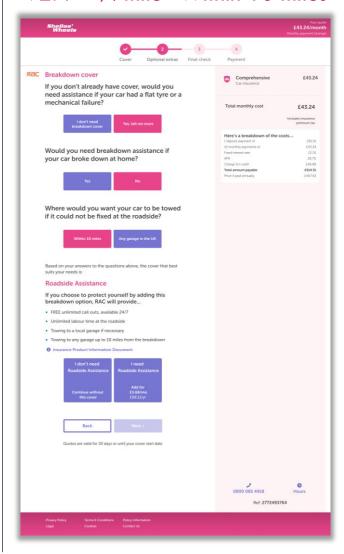
Control – Home>Any Garage

V2.3 – Home>Any Garage

REO

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Control – ¼ mile>Within 10 miles

V2.4 – ¼ mile>Within 10 miles

Control – ¼ mile>Any Garage

V2.5 – ¼ mile>Any Garage

Metrics

No.	Name	Description	Exists?
1.	I need continue with Breakdown cover	Track clicks on I need continue with Breakdown CTA	Exists
2.	Sales: Breakdown	Track overall breakdown sales	Exists
3.	Breakdown: I need roadside assistance CTA	Track clicks on I need roadside assistance CTA	Exists
4.	Breakdown: I need roadside and home CTA	Track clicks on I need roadside and home CTA	Exists
5.	Breakdown: I need roadside and home and recovery CTA	Track clicks on I need roadside and home and recovery CTA	Exists
6.	I don't need continue without Breakdown Cover	Track clicks on I don't need continue with Breakdown CTA	Exists
7.	Breakdown: I don't need roadside assistance CTA	Track clicks on I don't need roadside assistance CTA	Exists
8.	Breakdown: I don't need roadside and home CTA	Track clicks on I don't need roadside and home CTA	Exists
9.	Breakdown: I don't need roadside and home and recovery CTA	Track clicks on I don't need roadside and home and recovery CTA	Exists
10.	I don't need - initial - Breakdown cover	Track clicks on the initial I don't need Breakdown CTA	Exists
11.	Find out More - Breakdown cover	Track clicks on Find out more CTA on Breakdown	Exists

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12.	Over 1/4 of a mile from home - Breakdown Cover	Track clicks on Over ¼ mile of a mile from home CTA in control, and No CTA in variation	Control exits, Variation doesn't
13.	From Home - Breakdown Cover	Track clicks on From Home CTA in control, and Yes CTA in variation	Control exits, Variation doesn't
14.	Within 10 miles - Breakdown Cover	Track clicks on within 10 miles CTA	Exists
15.	Any garage in the UK - Breakdown Cover	Track clicks on any garage in the UK CTA	Exists
16.	Clicks: Breakdown: Back	Track clicks on Back CTA on Breakdown page	Exists
17.	Clicks: Breakdown: Next: Final Check	Track clicks on Next CTA on Breakdown page	Exists
18.	Page: Final Check	Track users visiting Final Check	Exists
19.	Page: Payment page	Track users visiting Payment	Exists
20.	Page: Payment Selection	Track engagement with payment selection on Payment page	Exists
21.	Page: Find Bank	Track engagement with find bank on Payment page	Exists
22.	Page: Card Details	Track engagement with card details on Payment page	Exists
23.	Visit Page: Confirmation	Track users visiting confirmation page	Exists
24.	Revenue: Breakdown	Track revenue from breakdown	Exists
25.	Sales: Policy Sales (Monthly)	Track sales with monthly payment option	Exists
26.	Sales: Policy Sales (Annual)	Track sales with annual payment option	Exists

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27.	Sales: Road (BK1)	Track roadside breakdown cover sales	Exists
28.	Sales: Road and Home (BK5)	Track roadside and home breakdown cover sales	Exists
29.	Sales: Road Home and Recovery (BK3)	Track roadside, home and recovery breakdown cover sales	Exists
30.	Sales: No Breakdown	Track sales without breakdown	Exists

Segments

Name	Values description
Desktop	Track desktop users
Tablet	Track tablet users
Mobile	Track mobile users

Integrations

Name	Values description
Adobe Analytics	eVar TBC

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