



esure

# Test Plan – ES Motor: Breakdown Information

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Name	Version	Changes
Matt Maidment	1	Document created

# Test Background

## Evidence

- Testing at the breakdown step during H1 has increased CTR through to the table by hiding it on initial page load .
- However, value prop testing so far this year including RAC imagery and the USP box, have only changed the route users to saying no rather than increasing breakdown uptake.
- We believe focussing on the layout and content of the table itself could increase uptake given earlier usability testing feedback around wanting more product info.
- Usability testing participants have indicated that more detail on each of the benefits of breakdown would increase their likelihood to take breakdown cover.

## Hypothesis

By introducing tooltips for each of the breakdown benefits, which include further information on each point, we expect to see an uplift in breakdown uptake.

## Test Goal

Uplift in breakdown uptake

## Targeting

Name	Description	Example URLs
ES Motor Breakdown page	Breakdown step within the Esure QnB journey	<a href="https://www.esure.com/motor/breakdown">https://www.esure.com/motor/breakdown</a>

## Audiences

### Devices

Desktop, Tablet, Mobile

### Other

Exclude internal IPs

Exclude Global Holdback

### Optimizely project number/name

SW - QnB - Motor

# Variations

## Control – Mobile

RAC	Roadside	Roadside + Home	Roadside + Home + Recovery
Help over 1/4 mile from home	✓	✓	✓
Towing to a garage within 10 miles	✓	✓	✓
Help within 1/4 miles from home	✗	✓	✓
Take car to any one UK destination	✗	✗	✓
Other transport to finish journey	✗	✗	✓
Chaffeur - if driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

[Insurance Product Information Document](#)

## Variation 1 – Mobile

RAC	Roadside	Roadside + Home	Roadside + Home + Recovery
Help over 1/4 mile from home	✓	✓	✓
Towing to a garage within 10 miles	✓	✓	✓
Help within 1/4 miles from home	✗	✓	✓
Take car to any one UK destination	✗	✗	✓
Other transport to finish journey	✗	✗	✓
Chaffeur - If driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

[Insurance Product Information Document](#)

## Variation 1 – Mobile (Information panel)

intro

RAC Breakdown cover

×

Roadside assistance

^

If you breakdown, the RAC will quickly get you moving again or towed to a garage

**Do you need Roadside Assistance?**

- ✓ Unlimited labour at the roadside for the repair of minor mechanical or electrical faults
- ✓ If the vehicle can't be repaired at the roadside, it will be towed to a garage of your choice within 10 miles of the incident or to another destination of your choice within 10 miles of the incident
- ✓ This level of cover does not cover incidents at your home or within 1/4 mile of your home and is limited to the vehicle shown on your Schedule and Certificate of Motor Insurance.

For a summary of this cover download the [Insurance Product Information Document \(IPID\)](#)

Roadside assistance and Home Rescue

▼

Roadside assistance, Home Rescue and Recovery?

▼

Done

Variation 2 – Mobile

	Best match		
RAC	Roadside	Roadside + Home	+ Home + Recovery
1 Help over 1/4 mile from home	✓	✓	✓
1 Towing to a garage within 10 miles	✓	✓	✓
1 Help within 1/4 miles from home	✗	✓	✓
1 Take car to any one UK destination	✗	✗	✓
1 Other transport to finish journey	✗	✗	✓
1 Chauffeur - if driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

Variation 2 – Mobile (Tooltip active)

miles

Any UK destination

Discount

Chaffeur - if driver too ill

✕

If the only driver is unable to drive due to illness or injury, the RAC will also pay for a chauffeur to take the driver, up to 8 passengers, the vehicle and any luggage to your destination anywhere in the UK

(Phone lines cl

Ref: 3086921

## Control – Desktop

RAC	Roadside	Roadside + Home	Roadside + Home + Recovery
Help over 1/4 mile from home	✓	✓	✓
Towing to a garage within 10 miles	✓	✓	✓
Help within 1/4 miles from home	✗	✓	✓
Take car to any one UK destination	✗	✗	✓
Other transport to finish journey	✗	✗	✓
Chaffeur - if driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

[i Insurance Product Information Document](#)

## Variation 1 – Desktop

RAC	Roadside <a href="#">i</a>	Roadside + Home <a href="#">i</a>	Roadside + Home + Recovery <a href="#">i</a>
Help over 1/4 mile from home	✓	✓	✓
Towing to a garage within 10 miles	✓	✓	✓
Help within 1/4 miles from home	✗	✓	✓
Take car to any one UK destination	✗	✗	✓
Other transport to finish journey	✗	✗	✓
Chaffeur - if driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

[i Insurance Product Information Document](#)

## Variation 1 – Desktop (Information panel)

intro

RAC Breakdown cover

×

Roadside assistance

^

If you breakdown, the RAC will quickly get you moving again or towed to a garage

**Do you need Roadside Assistance?**

- ✓ Unlimited labour at the roadside for the repair of minor mechanical or electrical faults
- ✓ If the vehicle can't be repaired at the roadside, it will be towed to a garage of your choice within 10 miles of the incident or to another destination of your choice within 10 miles of the incident
- ✓ This level of cover does not cover incidents at your home or within 1/4 mile of your home and is limited to the vehicle shown on your Schedule and Certificate of Motor Insurance.

For a summary of this cover download the [Insurance Product Information Document \(IPID\)](#)

Roadside assistance and Home Rescue

▼

Roadside assistance, Home Rescue and Recovery?

▼

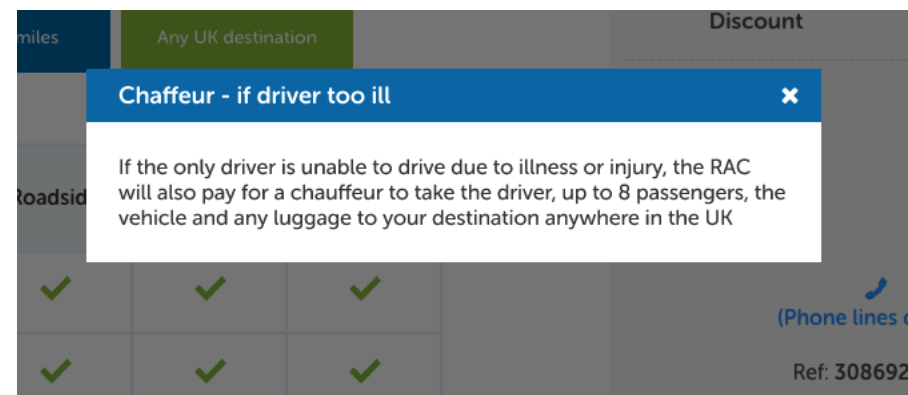
Done



## Variation 2 – Desktop

	Roadside	Roadside + Home	Roadside + Home + Recovery
📘 Help over 1/4 mile from home	✓	✓	✓
📘 Towing to a garage within 10 miles	✓	✓	✓
📘 Help within 1/4 miles from home	✗	✓	✓
📘 Take car to any one UK destination	✗	✗	✓
📘 Other transport to finish journey	✗	✗	✓
📘 Chaffeur - if driver too ill	✗	✗	✓
Price	Monthly £3.18	Monthly £4.54	Monthly £6.81
	Yearly £38.14	Yearly £54.48	Yearly £81.73
Choose your cover	Add	Add	Add

## Variation 2 – Desktop (Tooltip active)



## Design changes

### V1

- Blue tooltips are added to each of the breakdown tiers at the top of the table. Tooltips are visible on page load and user can interact with them prior to answering the first 3 questions if they wish.
- On click, each tooltip icon opens the information panel, which in control is triggered by clicking the blue Insurance Product Information link below the table.
- Within the panel, the accordion should be expanded to show the details of the breakdown tier that was clicked. E.g. user clicks Roadside tooltip so the Roadside assistance accordion is expanded.

### V2

- Blue tooltips are added to each of the benefits on the left side of the breakdown table. Tooltips are visible on page load and user can interact with them prior to answering the first 3 questions if they wish.
- On click, each tooltip icon launches a pop-up with further information on each benefits. Pop-up can be closed by either clicking the " X " icon or anywhere outside of the pop-up. Full details of each tooltip pop-up are in the design file.

## Link to Designs

[https://www.figma.com/file/pY4ZN5bZO7tMCuiflgstsQ/000822-ESU\\_-SW-Motor\\_-Breakdown-Information-\(2\)?node-id=0%3A1](https://www.figma.com/file/pY4ZN5bZO7tMCuiflgstsQ/000822-ESU_-SW-Motor_-Breakdown-Information-(2)?node-id=0%3A1)

## Link to desktop tooltip prototype

Click Chauffeur benefit to preview tooltip - <https://www.figma.com/proto/Nrqmgp9xC6WDVzgf4HGHW4/000822-ESU%3A-SW-Motor%3A-Breakdown-Information?page-id=0%3A1&node-id=307%3A87&viewport=-2011%2C529%2C0.79&scaling=min-zoom&starting-point-node-id=307%3A87&show-proto-sidebar=1>

## Metrics

Name	Description
Sales: Breakdown	Existing metric
Visit page: Final Check (Review)	Existing metric
Visit page: Confirmation	Existing metric
Sales: Overall Addons	Existing metric
Sales: MLP (Primary)	Existing metric
Sales: Car Hire	Existing metric
Sales: Personal Injury	Existing metric

Sales: Key Cover	Existing metric
Sales: NCD Protection	Existing metric
Sales Breakdown BK 1	Existing metric
Sales Breakdown BK 3	Existing metric
Sales Breakdown BK 5	Existing metric
Benefit Tooltip Click	Unique sessions in which at least one of the available tooltips was clicked. – V2 only.
Breakdown Tier Tooltip Click	Unique sessions in which at least one of the available tooltips was clicked. – V1 only.

## Integrations

Name	Values description
Adobe Analytics	eVar TBC