esure

Test Plan – SW Motor Add-ons Information (MLP)

Matt Maidment
29/06/2022

Name	Version	Changes
Matt Maidment	1	Document created

Test Background

Evidence
- Usability testing has indicated that users would appreciate more info on the benefits of MLP to decide whether to include it in their policy.
- We are experimenting with tooltip functionality within the comparison table for various add-ons and breakdown to establish whether this functionality is utilised by customers, starting with MLP. If successful, the aim is to experiment with similar content across the remaining optional extras.

Hypothesis
By introducing information tooltips within the MLP table, we expect to see higher uptake for the add-on due to the additional information provided for customers to make an informed choice about the product.

Test Goal
Uplift in MLP add-on uptake

Targeting

Name	Description	Example URLs
SW Motor Extras page	Optional extras step within the QnB journey	https://www.sheilaswheels.com/motor/cover-options

REO

Audiences

Devices

Desktop, Tablet, Mobile

Other

Exclude internal IPs

Exclude Global Holdback

Optimizely project number/name

SW - QnB - Motor

Variations

Control – Mobile

Variation 1 – Mobile

Variation 1 – Mobile (Tooltip Modal)

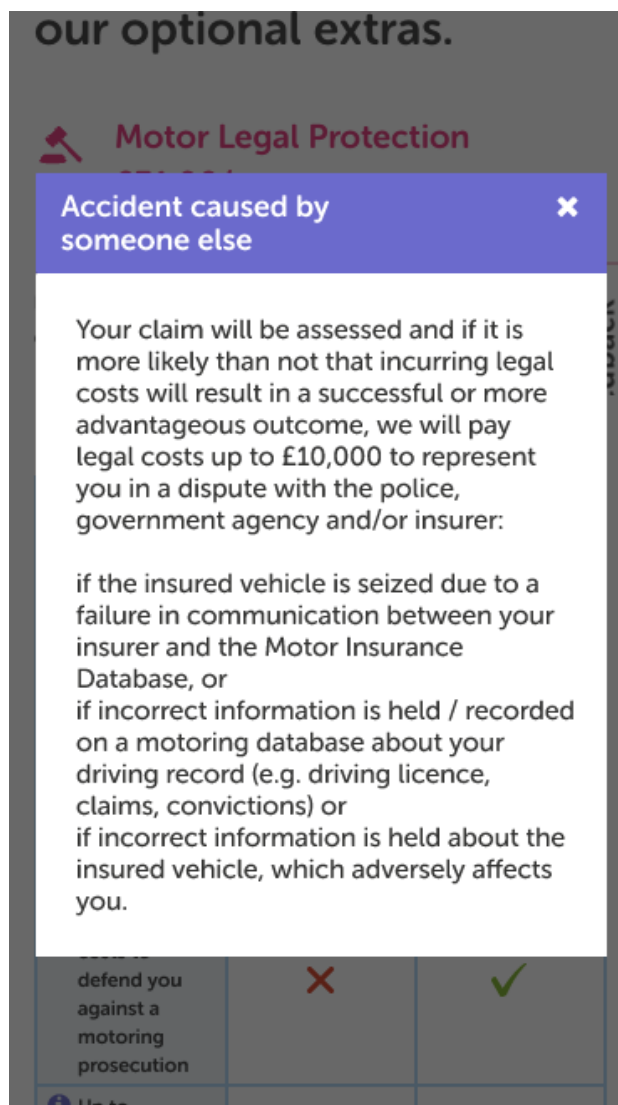## Control – Desktop

Enhance your cover with our optional extras.

Motor Legal Protection £31.00/yr

If you had an accident that wasn't your fault or was partially your fault, then **would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?**

	Included as Standard	Motor Legal Protection
Access to 24/7 motoring legal advice helpline	✓	✓
Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00
Choose your cover	No, continue without Motor Legal Protection	Yes, add for £31.00/yr

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ⓘ Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00
Choose your cover	No, continue without Motor Legal Protection	Yes, add for £31.00/yr

Variation 1 – Desktop (Tooltip Modal)

Design changes

V1

- Tooltip icons are added to the table for 3 of the product benefits for MLP only.
- On click of tooltip, a modal is displayed. Modal can be dismissed by clicking the X icon or anywhere outside of the modal.
- Content for the 3 modals can be found inside the design files.
- No other functionality changes

Link to Designs

https://www.figma.com/file/4s3rZUrtdIGjinmR6kC9I5/000834-ESU_-SW-Motor-Add-ons-Information---MLP-v2?node-id=0%3A1

Metrics

Name	Description
Sales: Breakdown	Existing metric
Visit page: Final Check (Review)	Existing metric
Visit page: Confirmation	Existing metric
Visit Page: Breakdown Page: All page	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
Click: Tooltip 1	Unique clicks on the first tooltip in the table
Click: Tooltip 2	Unique clicks on the second tooltip in the table
Click: Tooltip 3	Unique clicks on the third tooltip in the table
Click: Tooltip Total	Unique clicks on any of the 3 MLP tooltips

Integrations

Name	Values description
Adobe Analytics	eVar TBC