



Sheila's Wheels

Test Plan – Benefits Redesign: Quote Summary: Motor Q&B: All Devices

Angeli Mehta

07/01/2021

Name	Version	Changes
Angeli Mehta	1	Document created

Test Background

Evidence

- User research found that policy benefits were not prominent enough therefore required a redesign.

Hypothesis

By increasing the prominence of benefits on the Quote Summary page we'll increase the number of users going through to the next step.

Test Goal

Increase next step conversion

Targeting

Name	Description	Example URLs
Quote Summary page	Quote Summary on Motor Q&B journey	https://www.sheilaswheels.com/motor/quote

Audiences

Devices

Desktop, Tablet, Mobile

Other

Only target users that have arrived from the aggregator journey

Scenarios & Considerations

QA Tier

Tier 3

Scenarios

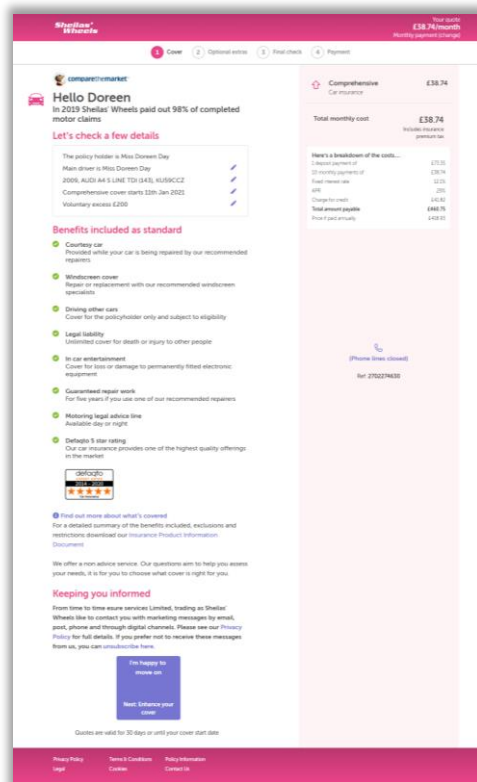
- n/a

Considerations

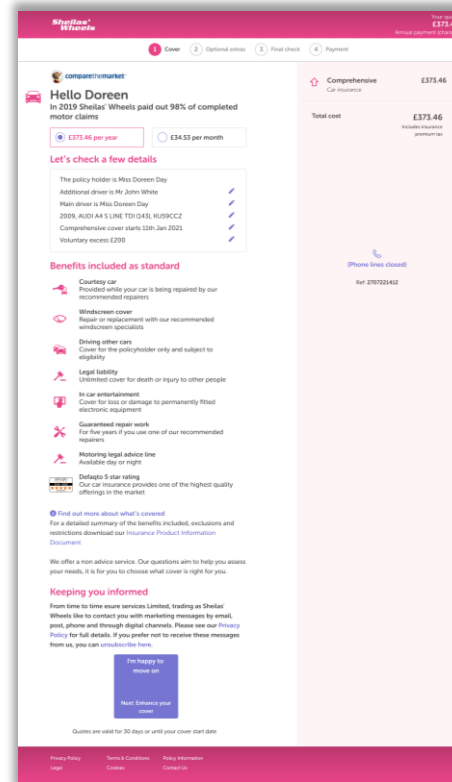
- This will need to work on the new and old Q&B journey

Variations

Control – Desktop



Variation – Desktop



Design changes

- Replace the ticks with icons related to each benefit

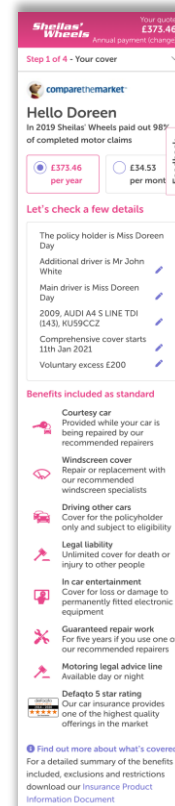
Considerations

- n/a

Control – Mobile



Variation – Mobile



Design changes

- Same as desktop

Considerations

- Same as desktop

Metrics

No.	Name	Description	Exists
1.	Quote Summary: Next CTA	Track clicks on the I'm happy to move on CTA on the Quote summary page	Exists
2.	Visit Page: Sales: Policy Sales (Confirmation page)	Track visits to the policy confirmation page	Exists
3.	Exit rate: Visited Page: Quote Summary	Track exits on the Quote summary page	Exists
4.	Bounce rate: Visited Page: Quote Summary	Track bounces on the Quote summary page	Exists
5.	Clicks: Quote Summary: Find out more about what's covered	Track clicks on Find out more about what's covered on Quote Summary page	Doesn't exist
6.	Clicks: Quote Summary: Insurance Product Information Document	Track clicks on Insurance Product Information Document on Quote Summary page	Doesn't exist
7.	Visited Page: Motor Legal Protection page	Track visits to MLP page	Exists
8.	Visited Page: Car Hire page	Track visits to Car hire page	Exists
9.	Visited Page: Personal Injury Benefit page	Track visits to Personal injury benefit page	Exists
10.	Visited Page: Breakdown Cover page	Track visits to Breakdown cover page	Exists
11.	Visited Page: Final Check page	Track visits to Final check page	Exists
12.	Visited Page: Payment page	Track visits to Payment page	Exists
13.	Visited Page: Card Details page	Track visits to Card Details page	Exists
14.	Visited Direct Debit: Find Bank page	Track visits to Find Bank page	Exists
15.	Clicks: Payment page: Monthly payment	Track visits to monthly payment section on Payment page	Exists
16.	Clicks: Payment page: Annual payment	Track visits to annual payment section on Payment page	Exists

17.	Sales: Policy Sales (Annually)	Track annual policy sales	Exists
18.	Sales: Policy Sales (Monthly)	Track monthly policy sales	Exists
19.	Sales: Overall Addons	Track add on sales	Exists
20.	Revenue: Addons	Track add on revenue	Exists
21.	Sales: Breakdown	Track breakdown sales	Exists
22.	Revenue: Breakdown	Track breakdown revenue	Exists
23.	Engagement: Progress Bar: Quote	Track overall clicks to the progress bar	Exists
24.	Overall: Next CTA	Track all clicks to Next CTA	Exists
25.	Overall: Back CTA	Track all clicks to Back CTA	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