



Esure

# Test Plan – Home Quote Summary Page Redesign: All Devices

Neal Cole

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Name	Version	Changes
Neal Cole	1	Document created
Neal Cole	2	Amend following feedback from client

# Test Background

## Evidence

- A new quote summary page redesign has been successfully tested on motor and the plan is now to test the same change on home.

## Hypothesis

By implementing the design changes on home we hope to increase engagement and conversions as achieved on motor.

## Test Goal

Increase clicks on the 'I'm happy to move on – Next: options' CTA.

Engagement with payment selection toggle.

Increase conversions for home cover.

# Targeting

Name	Description	Example URLs
Quote Summary Page	Home Quote Summary Page	<a href="https://www.esure.com/qbhome/quote">https://www.esure.com/qbhome/quote</a>

## Audiences

### Devices

Desktop, Tablet, Mobile

### Other

Exclude hold back group

## Scenarios & Considerations

### QA Tier

Tier 3

### Scenarios

- This will be shown to all users after landing on the Q&B journey (100% of traffic).

### Considerations

-

# Variations

## Control

esure

Your quote  
**£25.00 /month**  
 Monthly payment (excl. VAT)

Hello Doreen

It should only take 5 minutes to sort out your cover

First, let's check a few details

- Miss Doreen Day ✓
- RH5 4AD: 4 Deepdene Drive, Dorking, Surrey ✓
- 4 bed Detached House ✓
- Cover starts 12 May 2021 ✓

Great news! As you've selected buildings and contents, for the 1st year we offer you...
 

- ✓ 12 months FREE Home Emergency cover
- ✓ 12 months FREE Family Legal Protection

 To take advantage of these options add them later

- Buildings and Contents cover [Edit](#) ✓
  - Unlimited Buildings Standard Cover
  - £35,000 Contents Standard Cover
- Specified items [Edit](#) ✓
  - You have no specified items

We don't offer advice or recommendations for any products so make sure you choose the cover that meets your needs.
 

Please check the summary of our home insurance cover below.

Next, what's covered & what's not...

- 1 If your home's contents are stolen or irreparably damaged...
- 2 If there is an escape of water...
- 3 If there has been a fire...
- 4 If your property cannot be lived in...
- 5 If you lose the keys to your home...
- 6 If your garden contents are damaged...
- 7 Insurance Product Information Document

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I'm happy to move on

Next: Options

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

Buildings

Standard Cover

£25.00

Contents

Standard Cover

Monthly total

£25.00

Includes Insurance Premium Tax

Feedback

0800 032 4754

Hours

Please quote your reference: 2789 6149 44

## Variation 1

esure

Your quote  
**£25.00 /month**  
 Monthly payment (excl. VAT)

Hello Doreen

It should only take 5 minutes to sort out your cover

Let's check a few details

- Miss Doreen Day ✓
- RH5 4AD: 4 Deepdene Drive, Dorking, Surrey ✓
- 4 bed Detached House ✓
- Cover starts 12 May 2021 ✓

Buildings and Contents cover
 

- Unlimited Buildings Standard Cover
- £35,000 Contents Standard Cover

Specified items
 

- covered inside and outside of the home
- You have no specified items

Great news! As you've selected buildings and contents, for the 1st year we offer you...

- ✓ 12 months FREE Home Emergency cover
- ✓ 12 months FREE Family Legal Protection

To take advantage of these options add them later

Buildings

Standard Cover

£25.00

Contents

Standard Cover

Monthly total

£25.00

Includes Insurance Premium Tax

Feedback

0800 032 4754

Hours

Please quote your reference: 2789 6149 44

REO

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## Design changes

- Remove the word 'First,' from the first tagline.
- Add a payment selection toggle. Needs to behave identical to Motor journey



### Hello Doreen

In 2019 esure paid out 98% of completed motor claims



£490.15 per year



£45.33 per month

1 deposit payment of £85.78, 10 monthly payments of £45.33, Fixed interest rate 12.1%, APR 28.8%, Charge for credit £48.93, **Total amount payable £539.08**, Price if paid annually £490.15

### Let's check a few details

The policy holder is Miss Doreen Day

### Total monthly cost

**£45.33**








Includes insurance  
premium tax

### Here's a breakdown of the costs...

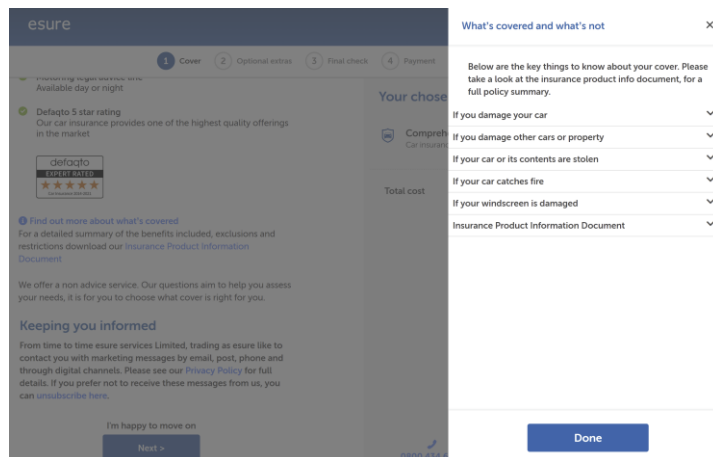
1 deposit payment of	£85.78
10 monthly payments of	£45.33
Fixed interest rate	12.1%
APR	28.8%
Charge for credit	£48.93
<b>Total amount payable</b>	<b>£539.08</b>
Price if paid annually	£490.15

- Green bullets have been removed, but group bullets into a single grey box.
- Word "Edit" has been removed by each pencil icon.
- Move banner ("Great news.....") after the info grey box.
- Remove "We don't offer advice or recommendations...." Box – the content has been changed and moved to the end of the page.
- Change "Next, what's covered and what's not" to "Benefits included as standard"
- Add benefits section with green tick bullets with bold title.
- Defacto logo below the bullet points.

- Add content “Find out more about what’s covered” which when clicked on opens a draw on the far right of the page (see image on the page below from Motor journey) and this displays these existing expandable points which by default are closed when the draw first opens. These are the existing expandable bullets below:

-  If your home's contents are stolen or irreparably damaged...
-  If there is an escape of water...
-  If there has been a fire...
-  If your property cannot be lived in...
-  If you lose the keys to your home...
-  If your garden contents are damaged...
-  Insurance Product Information Document

- Here is the draw from Motor insurance:



- “Insurance product information document” – users clicking on this will download IPID.
- “We don’t offer advice or recommendations....” box

## Considerations:

## Metrics

No.	Name	Description
1.	Payment selection toggle – annual payment	Clicks on Payment Selection toggle for annual payment
2.	Payment selection toggle – monthly payment	Clicks on Payment Selection toggle for monthly payment
3.	Pencil icon to edit quote - Name	Clicks on any pencil icon to edit name.
4.	Pencil icon to edit quote - Address	Clicks on any pencil icon to edit address.
5.	Pencil icon to edit quote – House type	Clicks on any pencil icon to edit house type.
6.	Pencil icon to edit quote – Start date	Clicks on any pencil icon to edit start date.
7.	Pencil icon to edit quote – Buildings and contents	Clicks on any pencil icon to edit Building and contents.
8.	Pencil icon to edit quote – Specified items	Clicks on any pencil icon to edit specified items
9.	'Find out more about what's covered' link to open	Clicks on link to open draw
10.	Close 'Find out more about what's covered' draw	Click on 'X' to close draw

11.	I'm happy to move on – Next: options' CTA	Clicks on CTA to proceed to optional extras page
12.	Pageviews for optional extras -home emergency	Visited <a href="https://www.esure.com/qbhome/quote#addons">https://www.esure.com/qbhome/quote#addons</a>
13.	Visited Page: Family Legal Protection	Visited: <a href="https://www.esure.com/qbhome/quote#family-legal-protection">https://www.esure.com/qbhome/quote#family-legal-protection</a>
14.	Visited Page – Pest Protection	Visited: <a href="https://www.esure.com/qbhome/quote#home-pest-cover">https://www.esure.com/qbhome/quote#home-pest-cover</a>
15.	Visited Page: Final Check page	Visited <a href="https://www.esure.com/qbhome/review">https://www.esure.com/qbhome/review</a>
16.	Please confirm details check box	Click on 'Please confirm' details check box
17.	Visit Payment Page	Visited: <a href="https://www.esure.com/qbhome/payment">https://www.esure.com/qbhome/payment</a>
18.	Visit Page: Confirmation Page	Page visit to home cover confirmation page

## Segments

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



# Integrations

Name	Values description
Adobe Analytics	Evar71