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**[BUPA]**

**[SMC Homepage Redesign Test]**

**TEST PLAN**

**BACKGROUND**

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| **EVIDENCE:**   * Heat maps highlight that 75% of users do not see the CTAs on the homepage. Only 50% of users scroll to a point on the webpage where they can see all of the products displayed. There is a 50% bounce rate on the homepage. Less than 4% of users who visit the homepage complete a quote online. |

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| **PAGE(s):**   1. <http://www.bupa.co.uk/business> |

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| **MUV:**  7,339 (May, 2017) |  | **TEST TYPE:**  A/B |  |

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**OBJECTIVE**

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| **HYPHOTHESIS:**   * A more engaging landing page for the SME homepage will improve the engagement and click through on the site. In particular, moving the CTAs higher up the page so they’re above the fold will increase traffic through to the quick quote tool and the product pages. |

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| **TEST GOAL:**  **Primary goals:**   * To increase navigation to the quick quote tool * To increase the number of users completing a quote online * To increase the number of leads online * Reduce the exit rate on the SMC homepage   **Important secondary goals:**   * To increase the number of calls from the QQT page. * To have more visits to the product pages * Increase engagement on the page |

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| **KSM(s):**   * To increase visits to the quick quote tool * To increase leads (step 2 complete and landing on step 3) * To increase quotes completed (reached step 4) * To increase the number of calls from the QQT page/steps. * Increase engagement on the page * Reduce the exit rate on the SMC homepage * To have more visits to the product pages |

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| **INFORMATION:**  **Control**    **Variant 1**     * Changes to the copy and design   Please **refer** to the **signed off copy document and designs on Trello** to understand where the **copy** needs to be **amended**. Copy changes are made to the title, sub title and the Health Insurance box. |

**TARGETING**

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| **DOMAINS:**   * **www.bupa.co.uk** |

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| **URL(s):**   1. <http://www.bupa.co.uk/business> |

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| **DEVICES:**   * Desktop * Tablet * Mobile | **BROWSERS:**   * Chrome 45+ * Firefox 45+ * IE9+ |

Please see the attached browser lists on Trello.

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| **OTHER:**  URL must contain **&utm-source=’yes’**  Cookie **ab\_yes** must have value (**yes**) |

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**METRICS**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **NAME** | | **TYPE** | | **DESCRIPTION** | | **STATUS** |
|  | | **SMC homepage – quote button clicks** | | **Clicks** | | Number of users clicking on the ‘get a quote’ control and variants. | |  |
|  | | **SMC homepage learn more – button** | | **Clicks** | | Clicks from the control and variants. | |  |
|  | | **SMC health insurance LP – quote button clicks** | | **Clicks** | | Clicks from the control and variants who have navigated from the LP to the HI page and then clicked the get a quote button. | |  |
|  | | **SMC Select health insurance page – quote button clicks** | | **Clicks** | | Clicks from the control and variants who have navigated from the LP to the Select HI page and then clicked the get a quote button. | |  |
| **Click through to the following product areas...**  **(all find out more links) HI, Cash plans, dental plans, travel insurance, Flu vaccinations, Employee assistance, health assessments** | | **Clicks** | | Clicks from the control and variants. | |
| **Engagement on the following product areas...**  **Cash plans, dental plans, travel insurance, Flu vaccinations, Employee assistance, health assessments** | | **Engagement** | | For those that click through do they engage more with the page (the control and variant). | |
| **Exit rate on the following product areas...**  **HI, Cash plans, dental plans, travel insurance, Flu vaccinations, Employee assistance, health assessments** | | **Exits** | | For those that click through do they leave the page (the control and variant). | |
| **Quick quote tool visits** | | **Visits** | | Number of visits to the QQT (control and variant) | |
| **Quick quote tool step**  **completion** | | **Completes** | | Visits to each step of the quick  quote tool (step 1, 2, 3 – leads  and 4 – completed quotes) for  the control and variants | |
| **Completed request a call back forms** | | **Completes** | | Number of calls for  the control and variants | |
| **Response Tap calls** | | **Calls** | | Number of calls for  the control and variants | |
| **Bounce rate** | | **Exits** | | The number of exits and bounces from the SMC homepage | |
| **Engagement** | | **Engagement** | | Measure the amount of time users are staying on the SMC pages (control vs variant) | |
| **Conversion rate** | | **%** | | Conversion of those exposed to  the test that complete a quote  for the control and variants. | |

**ATTRIBUTES**

|  |  |  |
| --- | --- | --- |
| **SEGMENT** | **DESCRIPTION** | **STATUS** |
| Device: Desktop | - |  |
| Device: Table | - |  |
| Device: Mobile | - |  |

\* Attributes are utilised to segment results’ data

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**INTEGRATIONS**

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| **TOOL** | **SLOT / TAG INFORMATION** |
| **HotJar** | If we can see some screen recordings that would be great. We (Bupa) will need to add the Tealium tags on to the page to allow tracking prior to the test starting. |
| **NOTES:** | |

**DEFAULT**

**QA: VARIATION 1**

**USER STORY:**

n/a

**QA SCRIPT**

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|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |

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**QA: VARIATION 2**

**USER STORY:**

n/a

**QA SCRIPT**

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|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |

**SOW**

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| **DESIGN:** |  | **ESTIMATED HOURS:** |  |
| **TEST PLAN:** |  | **ESTIMATED HOURS:** |  |
| **DEVELOPMENT:** |  | **ESTIMATED HOURS:** |  |
| **QA:** |  | **ESTIMATED HOURS:** |  |
| **ANALYSIS:** |  | **ESTIMATED HOURS:** |  |
| **DEBRIEF:** |  | **ESTIMATED HOURS:** |  |
|  | | **TOTAL:** |  |

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**DELIVERABLES**

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| **DELIVERABLE** | **SCHEDULLED** | **DELIVERED** | **LINK / NOTES** |
| Designs |  |  |  |
| Test Plan |  |  |  |
| Preview links |  |  |  |
| Data extract (Overall) |  |  |  |
| Data extract (Mobile) |  |  |  |
| Insights report (Overall) |  |  |  |
| Insights report (mobile) |  |  |  |
| Debrief Call |  |  |  |

**NOTES:**

Preview link: ?optimizely\_xExperimentID=variationNumber

QA Videos: www.url.com

Results link: www.url.com



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**Thank You**

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