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**[GAIN CAPITAL]**

**[LANDING PAGE HERO ENHANCEMENT – STOCK MARKET]**

**TEST PLAN**

**BACKGROUND**

|  |
| --- |
| **EVIDENCE:**  The bounce rate on this landing page is high (around 70%) suggesting that users are not seeing what they expect to see or are not engaged by what they are seeing. Some of the key information on the page is hidden below the fold therefore users who do not scroll will miss this information. |

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| --- |
| **PAGE(s):**   * [www.cityindex.co.uk/trading/stock-market](http://www.cityindex.co.uk/trading/stock-market) * [www.cityindex.co.uk/trading/stock-market/](http://www.cityindex.co.uk/trading/stock-market/) |

|  |  |  |  |
| --- | --- | --- | --- |
| **MUV:**  698 (April 17) 456 with trailing slash  274 without trailing slash |  | **TEST TYPE:**  A/B |  |

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**OBJECTIVE**

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| **HYPOTHESIS:**  Making use of the space on the right hand side of the hero image will shorten the page and put all the selling points in front of the user without having to scroll. Adding an email capture form will make the call to action more prominent and enable pre-population of this field on the application form. This will lead to more people completing the application form. |

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| **TEST GOAL:**  Increase applications |

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| **KSM(s):**   * Applications |

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**VARIANTS**

|  |
| --- |
| **INFORMATION:**  Default   1. Variation #1 – Email capture and USPs in hero 2. Variation #2 – Email capture and Application Steps in hero |

**TARGETING**

|  |
| --- |
| **DOMAINS:**   * www.cityindex.co.uk |

|  |
| --- |
| **URL(s):**  <https://www.cityindex.co.uk/trading/stock-market>  <https://www.cityindex.co.uk/trading/stock-market/> (traffic is going to both versions of the URL)  <https://applyforanaccount.cityindex.co.uk/ciuk/sbcfd-step1.aspx> (pre-populated email field) |

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

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| **OTHER:**  N/A |

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**METRICS**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **TYPE** | **DESCRIPTION** | **STATUS** |
| 1. Page visits: App form: Step 1 | Pageview | Number of users reaching step 1 |  |
| 1. Page visits: App form: Step 2 | Pageview | Number of users reaching step 2 |  |
| 1. Page visits: App form: Step 3 | Pageview | Number of users reaching step 3 |  |
| 1. Page visits: App form: Step 4 | Pageview | Number of users reaching step 4 |  |
| 1. Page visits: App form: Step 5 Confirmation | Primary |  |  |
| 1. Page visits: Demo form: Step 1 | Pageview |  |  |
| 1. Page visits: Demo form: Step 2 Confirmation | Pageview |  |  |
| 1. Landing page: Stock Market: Top Nav: Logo | Click | Track clicks on the logo |  |
| 1. Landing page: Stock Market: Top Nav: Login | Click | Track clicks on the login button |  |
| 1. Landing page: Stock Market: Hero: Email Field | Click | Track clicks on the email entry field |  |
| 1. Landing page: Stock Market: Hero: Trade Now CTA | Click | Track clicks on the Trade Now CTA |  |
| 1. Landing page: Stock Market: Hero: Demo Account CTA | Click | Track clicks on the Demo Account CTA |  |
| 1. Landing page: Stock Market: Start Trading Section: Create An Account CTA | Click | Track clicks on the Create An Account CTA |  |
| 1. Landing page: Stock Market: Start Trading Section: MT4 account CTA | Click | Track clicks on the MT4 trading account CTA |  |
| 1. Landing Page: Stock Market: Footer: Overall | Custom |  |  |
| 1. Landing Page: Stock Market: Live Account CTA: Overall | Custom | Clicks on live account CTAs (blue buttons) |  |

**ATTRIBUTES**

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

\* Attributes are utilised to segment results’ data

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**INTEGRATIONS**

|  |  |
| --- | --- |
| **TOOL** | **SLOT / TAG INFORMATION** |
| N/A |  |
| **NOTES:**  N/A | |

**DEFAULT**

|  |  |
| --- | --- |
| **DESKTOP:** | **MOBILE:** |

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

|  |  |
| --- | --- |
| **DESKTOP:** | **MOBILE:** |

**DESIGN CHANGES**

* Headline - White text on black background
* Bullet points x 4 replaced with one line of copy
* Email capture field added to hero
* USPs added to right hand side of hero
* USPs below hero removed

**CONSIDERATIONS**

* Users that fill in the email capture will have their email address pre-populated on the first page of the application funnel

**VARIATION #2**

|  |  |
| --- | --- |
| **DESKTOP:** | **MOBILE:**  Design to follow same format as V1 (white background for right hand side hero content) |

**DESIGN CHANGES**

* Headline - White text on black background
* Bullet points x 4 replaced with one line of copy
* Email capture field added to hero
* Account application steps added to right hand side of hero
* Account application steps below USPs removed
* Removed MT4 account CTA
* Removed Create An Account CTA

**CONSIDERATIONS**

* Users that fill in the email capture will have their email address pre-populated on the first page of the application funnel

**QA: VARIATION 1**

**USER STORY:**

n/a

**QA SCRIPT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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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