****

[Kaplan]

*TEST PLAN #10448  
City School Enquire*

*Please follow this structure 10448:desktop/mobile:homepage:city-school-enquire-banner*

Version 1.0

Client Confidential

**BACKGROUND**

|  |
| --- |
| EVIDENCE:  We feel there is a high number of users that browse a city and school page but then do not enquire.  Personalising content based on previous browsing behaviour increases relevance. |

|  |
| --- |
| **PAGE(s):**  Homepage |

|  |  |  |  |
| --- | --- | --- | --- |
| **MUV:**  212K UK |  | **TEST TYPE:**  Personalisation |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**OBJECTIVE**

Please fill in the areas in <>

|  |
| --- |
| **HYPHOTHESIS:**  Personalising content on the homepage based on previous browsing behaviour will increase relevance for the user and lead to an increase in conversion. |

|  |
| --- |
| **TEST GOAL:**  Contact us enquiries |

|  |
| --- |
| **KSM(s):**  Contact Us enquires |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VARIANTS**

|  |
| --- |
| **INFORMATION:**  Control – N/A  Variation 1 – No V1 yet. AA test set-up to identify size of segment. |

**TARGETING**

|  |
| --- |
| **DOMAINS:**  [www.kaplaninternational.com](http://www.kaplaninternational.com) |

|  |
| --- |
| **URL(s):**  [www.kaplaninternational.com](http://www.kaplaninternational.com)  <https://www.kaplaninternational.com/br>  <https://www.kaplaninternational.com/ar>  <https://www.kaplaninternational.com/tr>  <https://www.kaplaninternational.com/mx>  <https://www.kaplaninternational.com/ru> |

|  |  |
| --- | --- |
| **DEVICES:**  Devices included in the test and that will be used for QA purposes   * Desktop * Mobile | **BROWSERS:**  Browsers included in the test and that will be used for QA  purposes   * Chrome 45+ * Firefox 45+ * IE9+ |

|  |
| --- |
| **OTHER:**  Any other information that should be taken into consideration e.g. URL parameters |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**METRICS**

All metrics that should be tracked for reporting purposes

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **TYPE** | **DESCRIPTION** | **STATUS** |
| 1. <Metric name> | Specify if it should be Clicks, Page views, Custom | Describe how metric is triggered | Exists |
| 1. <Device><Sitearea><Element> |  |  |  |
| 1. TBC |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**ATTRIBUTES**

Attributes are utilised to segment test results for data analysis

|  |  |  |
| --- | --- | --- |
| **SEGMENT** | **DESCRIPTION** | **STATUS** |
| Brazil | Visitor numbers for users on brazil domain |  |
| UK | Segment for visitors on .com |  |
| AR | Segment for visitors on /ar |  |
| TR | Segment for visitors on /tr |  |
| MX | Segment for visitors on /mx |  |
| RU | Segment for visitors on /ru |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INTEGRATIONS**

Any tools that should be integrated with the test e.g. analytics, heat mapping, etc.

|  |  |
| --- | --- |
| **TOOL** | **SLOT / TAG INFORMATION** |
| GA | Slot TBC |
|  |  |

**CONTROL**

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

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

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

**DESIGN CHANGES**

Please specify all the design and functionalities changes included in the variation

**CONSIDERATIONS**

We need to set-up an AA test where we identify users that have visited both the CITY and School Pages.

This will require a background experiment to be set-up to identify users that have visited the following.

Any destination page with substring match of the following URLs.

www.kaplaninternational.com/united-states

www.kaplaninternational.com/united-kingdom

www.kaplaninternational.com/new-zealand

www.kaplaninternational.com/australia

www.kaplaninternational.com/singapore

www.kaplaninternational.com/ireland

www.kaplaninternational.com/canada

www.kaplaninternational.com/ar/united-states

www.kaplaninternational.com/ar/united-kingdom

www.kaplaninternational.com/ar/new-zealand

www.kaplaninternational.com/ar/australia

www.kaplaninternational.com/ar/singapore

www.kaplaninternational.com/ar/ireland

www.kaplaninternational.com/ar/canada

www.kaplaninternational.com/tr/united-states

www.kaplaninternational.com/tr/united-kingdom

www.kaplaninternational.com/tr/new-zealand

www.kaplaninternational.com/tr/australia

www.kaplaninternational.com/tr/singapore

www.kaplaninternational.com/tr/ireland

www.kaplaninternational.com/tr/canada

www.kaplaninternational.com/mx/united-states

www.kaplaninternational.com/mx/united-kingdom

www.kaplaninternational.com/mx/new-zealand

www.kaplaninternational.com/mx/australia

www.kaplaninternational.com/mx/singapore

www.kaplaninternational.com/mx/ireland

www.kaplaninternational.com/mx/canada

www.kaplaninternational.com/ru/united-states

www.kaplaninternational.com/ru/united-kingdom

www.kaplaninternational.com/ru/new-zealand

www.kaplaninternational.com/ru/australia

www.kaplaninternational.com/ru/singapore

www.kaplaninternational.com/ru/ireland

www.kaplaninternational.com/ru/canada

When URL is the same domain use an ‘OR’ condition.

**and**

Course page links included in attached spreadsheet

**QA: VARIATION 1**

This area of the test plan is filled in by RedEye’s QA Manager.

**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 |  |  |  |  |  |  |  |  |  |  |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**QA: VARIATION 2**

**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 |  |  |  |  |  |  |  |  |  |  |  |

**SOW**

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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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



**RedEye Milton Keynes**

38 Shenley Pavilions,

Chalkdell Drive, Milton Keynes, Bucks, MK5 6LB

Tel: +44 (0) 1908 340 990

**RedEye Crewe**

Oak House, Crewe Hall Farm,  
Crewe, Cheshire, CW1 5UE

Tel: +44 (0) 1270 848 490

**RedEye London**35-38 New Bridge,  
London, EC4V 6BW

Tel: +44 (0) 207 730 9958

**Thank You**

For further information or to ask any questions, please contact:

Phone: 01270 242 658

www.redeye.com