



TOYS R US

TEST 01 | LOGIN PAGE REDESIGN

TEST PLAN

RedEye



TEST INFORMATION

START: 15/03/2017 END: 06/04/2017

URL: http://www.toysrus.co.uk

TEST GOAL:

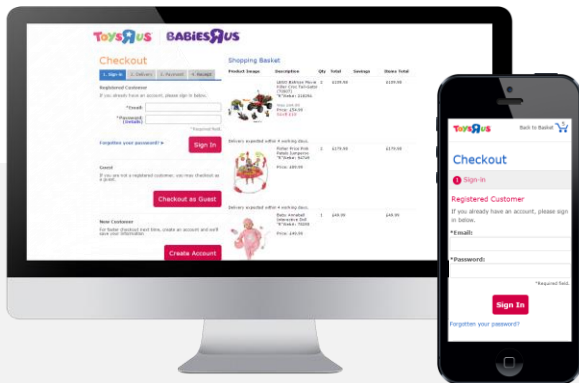
Increase sales



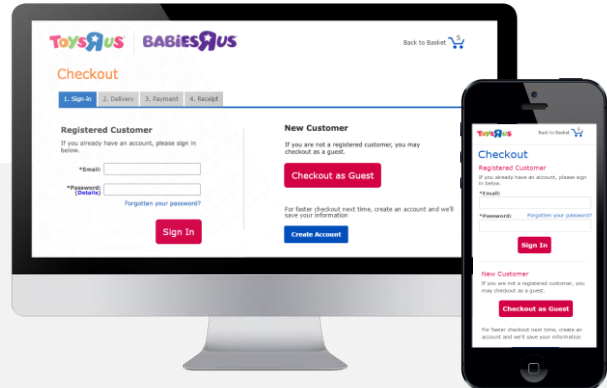
HYPOTHESIS:

Removing the basket summary from the login page and making the guest checkout option more prominent will reduce drop-off on the page, resulting on more users going through to the checkout journey.

CONTROL



VARIATION 1



Login page



SOFT LAUNCH

START: 22/03/2017 END: 23/03/2017

DAYS: 1 Day

TRAFFIC ALLOCATION: 10%



PERFORMANCE INDICATORS

KPIs

Checkout Funnel

KSMs

Purchases

Revenue



FULL LAUNCH

START: 23/03/2017 END: 06/04/2017

DAYS: 14 Days

TRAFFIC ALLOCATION: 100%



AUDIENCE / SEGMENT

TARGETED SEGMENTS

All Visitors - Desktop

All Visitors - Mobile

All Visitors - Tablet

EXCLUDED SEGMENTS

N/A



BROWSERS & DEVICES

DEVICES	BROWSERS	EXCLUSIONS
Desktop	FireFox	IE 9 Below
Mobile	Chrome	Opra
	IE 10+	
	Safari	



RESPONSIVE

DEVICE	BREAKPOINTS (MAX)	BREAKPOINTS (MIN)
Desktop	/	/
Mobile	/	/



INTEGRATIONS

SOFTWARE
Adobe analytics
Google analytics

QUALITY ASSURANCE



PAGES TO TEST

https://www.toysrus.co.uk/checkout/start-checkout?

https://www.toysrus.co.uk/checkout/shipping/?

https://www.toysrus.co.uk/checkout/payment?



INTERACTIONS

Back to basket CTA

Signing in

Create account

Checkout as guest



RedEye

CLIENT CONFIDENTIAL

TEST 01 | LOGIN PAGE REDESIGN

PAGE 01



Checkout

1. Sign-in 2. Delivery 3. Payment 4. Receipt

Registered Customer

If you already have an account, please sign in below.

*Email:

*Password: [\(Details\)](#)

* Required field.

[Forgotten your password? ▶](#)

[Sign In](#)

Guest

If you are not a registered customer, you may checkout as a guest.

[Checkout as Guest](#)

New Customer

For faster checkout next time, create an account and we'll save your information

[Create Account](#)

Shopping Basket

Product Image	Description	Qty	Total	Savings	Items Total
	LEGO Batman Movie Killer Croc Tail-Gator (70907) "R"Web#: 218294 Was: £64.99 Price: £54.99 SAVE £10!	2	£109.98		£109.98
Delivery expected within 4 working days.					
	Fisher Price Pink Petals Jumperoo "R"Web#: 94749 Price: £89.99	2	£179.98		£179.98
Delivery expected within 4 working days.					
	Baby Annabell Interactive Doll "R"Web#: 70255 Price: £49.99	1	£49.99		£49.99
Delivery expected within 4 working days.					
Qty	Subtotal	Savings	Items total		
5	£339.95	£0.00	£339.95		
			Subtotal £339.95		
			Savings: FREE Standard Delivery -£2.95		
			Delivery £2.95		
			Total to pay online £339.95		

[Edit Basket](#)

© 2017 Toys R Us. All Rights Reserved. Use of this site signifies your acceptance of Toys "R" Us Website [Terms and Conditions](#) and [Privacy Policy](#).



DESIGN CHANGES

N/A



PREVIEW

URL:

<http://www.toysrus.co.uk>

OPTIMIZEZY PARAMETER:

Back to Basket 

Checkout

1 Sign-in

Registered Customer

If you already have an account, please sign in below.

*Email:

*Password:

*Required field.

Sign In

[Forgotten your password?](#)

Guest

If you are not a registered customer, you may checkout as a guest.

Continue

New Customer

For faster checkout next time, create an account and we'll save your information

Continue

2 Delivery

3 Payment

4 Receipt

Order Details

Subtotal £339.95

Delivery £0.00



DESIGN CHANGES

N/A



PREVIEW

URL:


<http://www.toysrus.co.uk>

OPTIMIZEZY PARAMETER:



VARIATION 1 - DESKTOP



Back to Basket  5

Checkout

1. Sign-in

2. Delivery

3. Payment

4. Receipt

Registered Customer

If you have an account, please sign in below.

Email:

Password:

(Details)

[Forgotten your password?](#)

Sign In

New Customer

If you are not a registered customer, you may checkout as a guest.

Checkout as Guest

For faster checkout next time, create an account and we'll save your information

Create Account



DESIGN CHANGES

- Removed basket summary
- 'New customers' heading used for both checkout as guest and create account options
- Secondary blue CTA for create account
- Removed 'already' from registered content
- Required field message and asterisk removed

Desktop:

- Registered and new customer options placed side by side
- 'Back to basket' link from mobile added on desktop header
- Forgotten password added below field
- Progress bar line goes across all page width

Mobile:

- Forgotten password added in line with Password heading
- Improved padding around form fields
- Removed progress bar from login page

Feedback




PREVIEW

URL:

<http://www.toysrus.co.uk>

OPTIMIZEZLY PARAMETER:

Back to Basket 

Checkout

Registered Customer

If you have an account, please sign in below.

Email:

Password:

[Forgotten your password?](#)

Sign In

New Customer

If you are not a registered customer, you may checkout as a guest.

Checkout as Guest

For faster checkout next time, create an account and we'll save your information

Create Account



DESIGN CHANGES

- Removed basket summary
- 'New customers' heading used for both checkout as guest and create account options
- Secondary blue CTA for create account
- Removed 'already' from registered content
- Required field message and asterisk removed

Desktop:

- Registered and new customer options placed side by side
- 'Back to basket' link from mobile added on desktop header
- Forgotten password added below field
- Progress bar line goes across all page width

Mobile:

- Forgotten password added in line with Password heading
- Improved padding around form fields
- Removed progress bar from login page



PREVIEW

URL:

<http://www.toysrus.co.uk>

OPTIMIZEZY PARAMETER: