RedEye

WHITE STUFF

SIZES ON LISTING PAGE

TEST PLAN #10334

BACKGROUND

EVIDENCE:
Usability testing findings:

4.11 Low stock levels were a cause of frustration [Observation]
Users commented on the high levels of out of stocks. This could force users to shop elsewhere and this in turn could see some customers not returning.
"I've noticed that lots of products are out of stock. That's really annoying, especially when you've set your heart on something." User 4

PAGE(s):

- Sale product listing pages

MUV:

49,410

TEST TYPE:

A/B

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OBJECTIVE

HYPHOTHESIS:

Adding a shop by size filter to appear as a sticky footer on the product listing page prompts the user to select their sizes earlier in the journey to avoid viewing products not in their size.

TEST GOAL:

Increase conversion

KPI(s):

✓ Increase product detail page views
✓

KSM(s):

✓ Conversions
✓ Revenue

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VARIANTS

INFORMATION:

Default
Variation #1 Size filter

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TARGETING

DOMAINS:

- www.whitestuff.com

URL(s):

http://www.whitestuff.com/bargains/womens-bargains/
http://www.whitestuff.com/bargains/womens-bargains/dresses/
http://www.whitestuff.com/bargains/womens-bargains/knitwear/
http://www.whitestuff.com/bargains/womens-bargains/tops-tees/
http://www.whitestuff.com/bargains/womens-bargains/shirts/
http://www.whitestuff.com/bargains/womens-bargains/kaftans-tunics/
http://www.whitestuff.com/bargains/womens-bargains/skirts/
http://www.whitestuff.com/bargains/womens-bargains/jeans/
http://www.whitestuff.com/bargains/womens-bargains/trousers/
http://www.whitestuff.com/bargains/womens-bargains/coats-jackets/
http://www.whitestuff.com/bargains/womens-bargains/leggings/
http://www.whitestuff.com/bargains/womens-bargains/vests/
http://www.whitestuff.com/bargains/womens-bargains/underwear/
http://www.whitestuff.com/sale/womens-sale/nightwear/
http://www.whitestuff.com/bargains/womens-bargains/slippers/

DEVICES:

- ✓ Desktop
- ✓ Tablet

BROWSERS:

- ✓ Chrome 45+
- ✓ Firefox 45+
- ✓ IE10+

OTHER:

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METRICS

NAME	TYPE	DESCRIPTION	STATUS
1. Funnel: Step 5: Confirmation	Primary	Track users visits to confirmed order page	
2. Bargains PLP: Size filter clicks	Click	Track clicks to size filter	
3. Bargains PLP: PDP	Custom	Track views to product detail pages	
4. Bargains PLP: PDP: Add to Bag	Clicks	Track clicks to the add to bag CTA	
5. Bargains PLP: Left Nav: Price By Size Clicks	Clicks	Track clicks to the price by size on left nav	
6. Funnel: Step 1: Basket	Custom	Track users visits to the basket	
7. Funnel: Step 2: Login/Register	Custom	Track users visits to the login/register page	
8. Funnel: Step 3: Your Details	Custom	Track users visits to the your details page	
9. Funnel: Step 4: Payment	Custom	Track users visits to the payment page	

10. Total Revenue		Custom	Track revenue

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ATTRIBUTES

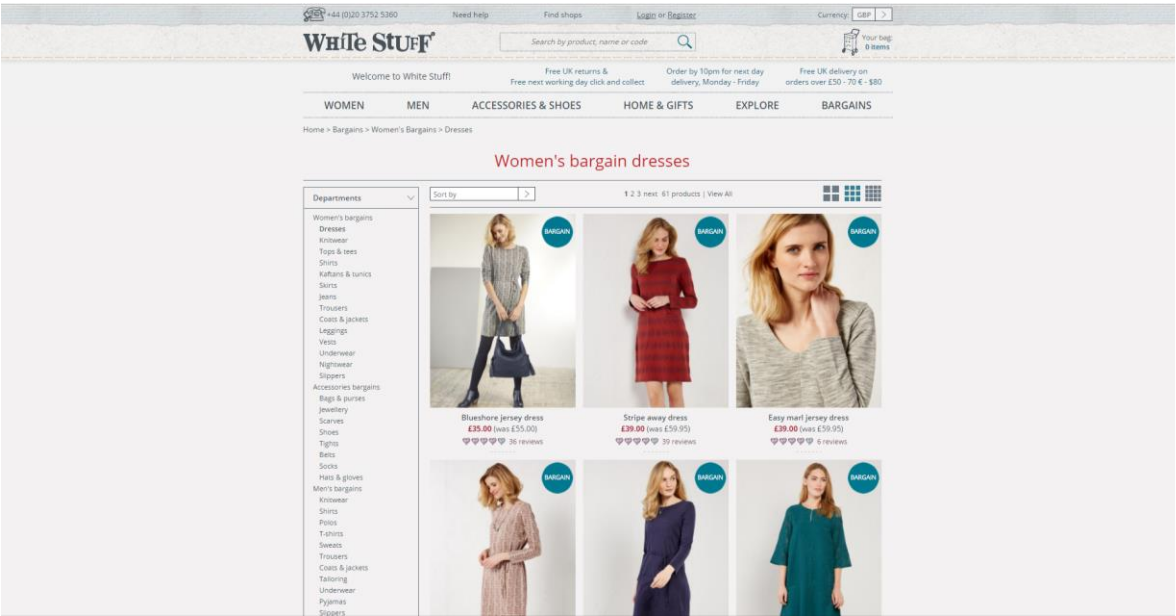| SEGMENT	DESCRIPTION	STATUS
Device: Desktop	Users using Desktop	
Device: Tablet	Users using Tablet	
Interaction: Size Filter	Users that clicked on the Size Filter	

* Attributes are utilised to segment results' data

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INTEGRATIONS

TOOL	SLOT / TAG INFORMATION
GA Universal	Not Required
HotJar	Not Required

NOTES:

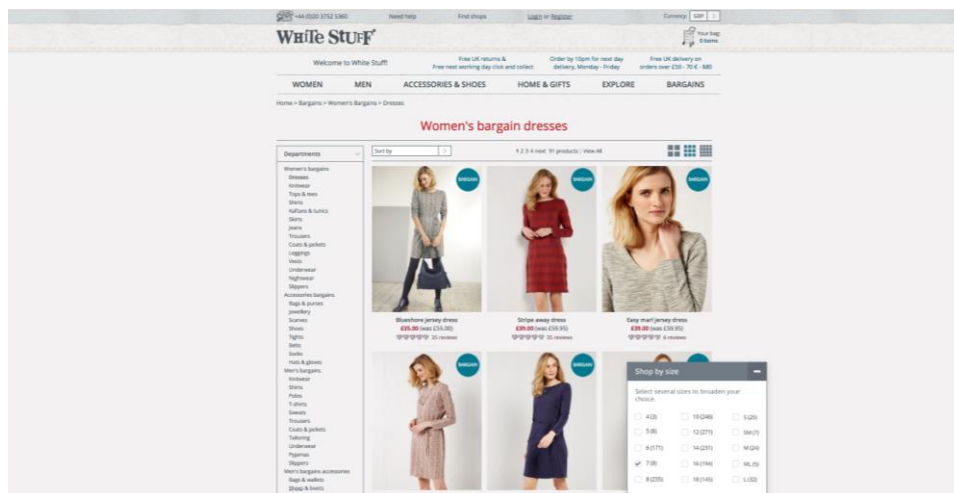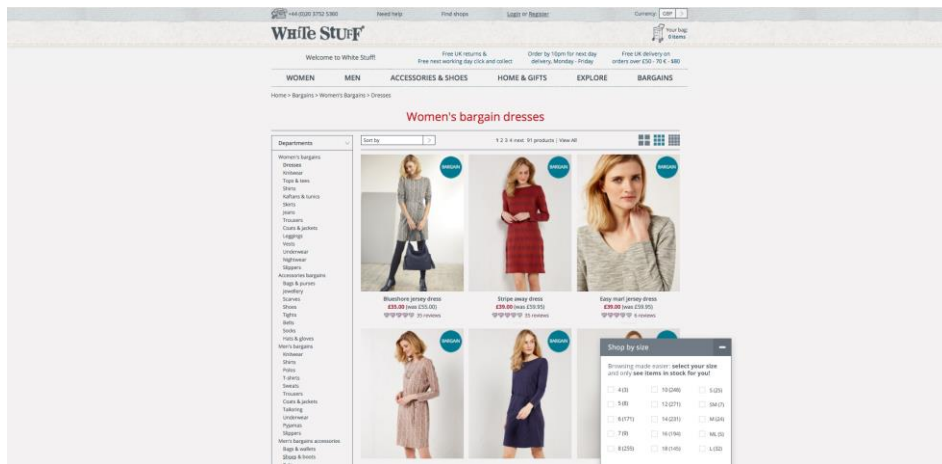# DEFAULT

DESKTOP:

DESIGN CHANGES
n/a

CONSIDERATIONS
n/a

VARIATION #1

DESKTOP:

DESIGN CHANGES

- Add size filter pop up on the bottom towards right of the screen
- List sizes vertically across 3 columns
- When user has selected a size display a tick in the size box
- When pop up is open use – in top right hand corner to close
- When pop is closed use + in top right hand corner to open
- Before user has selected a size display text "Browsing made easier: select your size and only see items in stock for you!"
- After user has selected a size display text "Select several sizes to broaden your choice."

CONSIDERATIONS

- Same functionality as 'Refine By Size' filter on right hand navigation. Results page auto updates once user has selected a size
- Sticky in its position on the screen
- When user lands on any of the listed URLs display open pop up
- If user closes the pop up then moves onto another of the listed URLs keep it closed
- When user selects a size then moves onto another listed URL display pop up with unselected sizes once again. Don't carry forward sizes across categories.

QA: VARIATION 1

USER STORY:
QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
www.quidco.com											

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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	04/05/2017	04/05/2017	-
Test Plan	16/05/2017	16/05/2017	-
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

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

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