Tang Frères Delivery

A/B Testing Project Report

1. Introduction

This document provides an overview of the A/B testing strategy developed for Tang Frères Delivery as part of the digital transformation project. It explains the experiments implemented in the prototype site and additional strategic tests not executed due to technical constraints. Each experiment includes an objective, manipulation, and hypothesis.

2. Awareness Stage

Test A: Social Creative Format

Objective: Improve click-through rate and attract higher-intent traffic.

Manipulation: Static product image (A) compared to a short recipe video (B).

Hypothesis: Demonstrating the product in use should increase engagement and improve CTR.

Test B: Headline and Messaging in Paid Search

Objective: Improve click-through rate on search engine results pages.

Manipulation: Meta descriptions highlighting “Free Delivery” (A) versus “Lowest Price Guarantee” (B).

Hypothesis: A clear cost-saving message will produce higher perceived value and improve CTR.

Test C (Not Implemented): First-Time Visitor Landing Page

Objective: Reduce bounce rate among new visitors.

Manipulation: Generic homepage (A) versus a landing page designed for beginners (B).

Hypothesis: A tailored entry point with simple recipe shortcuts would reduce friction and increase session duration.

3. Consideration Stage

Test A: Search Filter Prominence

Objective: Improve product discovery and browsing depth.

Manipulation: Minimal filters (A) versus always-visible category filters (B).

Hypothesis: Providing immediate filtering tools helps users locate products faster and improves add-to-basket rate.

Test B: Recipe-to-Bundle Conversion

Objective: Increase bundle uptake and reduce basket-building time.

Manipulation: Ingredients added individually (A) versus a one-click bundle CTA (B).

Hypothesis: Consolidating items into a single action reduces friction and encourages larger basket size.

Test C (Not Implemented): Personalized Product Recommendations

Objective: Increase browsing duration and product interaction.

Manipulation: Generic recommendations (A) versus personalized suggestions (B).

Hypothesis: Tailored suggestions would increase relevance and browsing depth. Not implemented due to lack of backend personalization logic.

4. Decision and Purchase Stage

Test A: Checkout Flow Complexity

Objective: Increase checkout completion rate.

Manipulation: Four-step flow with mandatory login (A) compared to a three-step flow with optional login (B).

Hypothesis: Reducing required steps increases the likelihood of completion.

Test B: Guest Checkout Option

Objective: Reduce abandonment for first-time users.

Manipulation: Account creation required (A) versus guest checkout permitted (B).

Hypothesis: Allowing a guest option reduces friction and improves conversion among new shoppers.

Test C (Not Implemented): Checkout Progress Indicator

Objective: Improve clarity and reduce uncertainty.

Manipulation: No progress bar (A) versus a clear step-by-step indicator (B).

Hypothesis: Showing progress reassures users and reduces drop-off. Not implemented due to UI complexity.

5. Delivery and Use Stage

Test A: ETA Specificity

Objective: Improve perceived reliability of delivery.

Manipulation: Broad 30 to 90 minute window (A) versus a one-hour slot with a live ETA (B).

Hypothesis: More precise timing reduces uncertainty and lowers support inquiries.

Test B: Substitution Preferences

Objective: Increase satisfaction when items are unavailable.

Manipulation: Store-decided substitutions (A) compared to customer-defined rules (B).

Hypothesis: Providing users with substitution options reduces refunds and increases perceived control.

Test C (Not Implemented): Real-Time Courier Tracking

Objective: Reduce customer uncertainty and support tickets.

Manipulation: No tracking (A) versus a live courier map (B).

Hypothesis: Tracking visibility improves the post-purchase experience. Not implemented due to API requirements.

6. Loyalty and Advocacy Stage

Test A: Points System versus Tiered Loyalty

Objective: Increase repeat purchase frequency.

Manipulation: Flat points system (A) compared to tiered rewards (B).

Hypothesis: Status tiers encourage consistent ordering and higher loyalty.

Test B: User-Generated Content Incentives

Objective: Increase quantity of customer reviews, photos, and shared recipes.

Manipulation: No reward (A) versus bonus points for contributions (B).

Hypothesis: Incentives increase participation and improve organic visibility.

Test C (Not Implemented): Post-Purchase Email Personalization

Objective: Increase reorder rate after first purchase.

Manipulation: Generic confirmation message (A) versus personalized email with recipe suggestions and a small discount (B).

Hypothesis: Personalization increases engagement and repeat purchases. Not implemented due to email automation limits.

7. Conclusion

The experiments implemented on the Tang Frères prototype focus on reducing friction, improving clarity, and strengthening engagement at each stage of the customer journey. Additional tests presented here demonstrate broader strategic thinking but were not included in the build due to technical constraints. Together, they form a comprehensive A/B testing roadmap aligned with the project requirements.