**PRESENTATION CONTENT OUTLINE:**

**Homepage: Special Offers Carousel — Merchandising Test**

**1 — Background 🏷️**

* Timber Mountain’s ticket bundles (park + hotel + express passes) drive **22 % of annual revenue**, yet bundle discovery is hidden low on the homepage.
* Product team proposed a **rotating “Special Offers” carousel, placed directly under the hero** to surface time-boxed deals and spur quick adds-to-cart.
* Risk: crowding out the Wild Willy planner entrée tile that currently sits just below the hero.

**2 — Hypothesis 💡**

**Surfacing limited-time bundle offers in a top-of-fold rotating carousel will raise the add-to-cart rate by at least 7 %** among first-time U.S. visitors.

**3 — Test UX 🎨**

| **Variant** | **Above-the-fold Layout** | **(Insert Screenshot)** |
| --- | --- | --- |
| **Control** | • Hero image → Wild Willy planner module → static promo banner lower on page |  |
| **Treatment** | • Hero image → **Special Offers carousel (4 rotating cards, 6-sec auto-advance)** → Wild Willy shifts below the fold |  |

Implementation notes

* Carousel built with native CSS snap + JS auto-scroll; lazy-loads second frame.
* If JS disabled (< 0.2 % of sessions) visitors fell back to Control.

**4 — Test Logistics 🗓️**

| **Field** | **Value** |
| --- | --- |
| **Geo** | United States |
| **Audience** | *First-time visitors* (no Timber Mountain cookie) |
| **Launch → End** | **4 Nov 2024 → 24 Nov 2024** |
| Split | 50 / 50 at session start |
| Primary KPI | **Add-to-cart rate** (any item) |
| Secondary | Wild Willy planner starts, Scroll-depth, Time-on-page |
| Guardrails | Bounce rate, 95th-pct FCP |
| Stats | Two-tailed z-test, α = 0.05 (≥ 95 % power to detect ±7 % effect) |

**5 — Results 📉**

| **Metric** | **Control** | **Carousel (Treatment)** | **Δ Change** | **p-value** |
| --- | --- | --- | --- | --- |
| **Add-to-cart rate** | 7.15 % | **6.83 %** | **-4.5 %** | 0.040 |
| Wild Willy planner starts | 9.4 % | **7.6 %** | -1.8 pp | 0.012 |
| Median scroll-depth (px) | 1 140 | **850** | -290 | — |
| 95th-pct FCP | 2 050 ms | 2 072 ms | +1.1 % | 0.68 |

**Qualitative clues**

* **Heat-map:** eye-tracking shifted to carousel motion; planner tile lost 32 % of clicks.
* **Session-replay:** users scrolled *faster* past the carousel than control visitors did past the hero → indicates banner-like avoidance.
* **Exit poll quotes:** “Looks like an ad slideshow; I ignored it.”

**6 — Conclusion ❌**

The carousel **under-performed**, producing a statistically significant **-4.5 % drop** in add-to-cart and cannibalising engagement with the high-value Wild Willy planner. Hypothesis disproved; motion and space cost outweighed offer visibility benefits.

**7 — Next Steps 🚀**

1. **Rollback** carousel for U.S. traffic; reinstate control layout.
2. **Slim static banner test**
   * A/B static, single-frame offer banner in same slot to gauge message without motion.
3. **Planner-first concept**
   * Pilot deal-badges *inside* Wild Willy (e.g., “Save $50” pill on bundle suggestions).
4. **Progressive reveal**
   * Lazy-load deals only after first planner interaction, avoiding above-fold clutter.
5. **Design research sprint**
   * Rapid UI labs on animation tolerance and perceived “ad clutter” for theme-park audiences.