A/B TESTER TAKE HOME TEST

Interviewee: Charlie Stableford
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Position: A/B Tester
Date: May 21st, 2020

SIMPLIPLEASURES
DISCREET PLEASURE, DELIVERED

View github version

Product Listing Page
Part 1

Question: Provide 2 additional scenarios that could be A/B tested on this page (All Sex Toys) to help a prospective customer convert to a sale.

Scenario one - I would make the banner smaller and make the text of ‘everything up to 40% off’ more visible. I would also, but not at the same time for testing purposes, take away the text of 'All Sex Toys'.

My hypothesis in this scenario being that it would take the user less time to navigate to the products.

Scenario two - Make the filter button more prominent in comparison to the most reviews drop down menu.

My hypothesis being, based on the heat map it is clicked double the amount as the reviews button and if more prominent would allow users to more quickly access their product of choice in mobile view.

Product Details Page
Part 2

Question: Describe the rationale around the test, why the price was placed there? Did you explore any alternatives?

I considered placing the price ontop of the image, with a green square border around it like the branding of ‘add to cart’ but this took away from the branding on the image of Lelo.
I tested the price on the left side of the page as well, but it felt too crowded and heavy.

Conversion Tunnel
Part 3

Question: What conclusions can you draw about where we should focus in order to improve the overall conversion rate?

I believe that Simpli should focus on basket abandonment to imporve conversion rate. This graph shows that only 6% of users go on to the check out.

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Question: What section of the website would you like to test? Why? If there are multiple sections how would you determine the priority? What are some examples of components in that section that you would like to test?

I would like to test the following:

Basket abandonment: I would like to test through an email reminder, reminding users that they have a product in their cart. If Simpli kept track of this during a sale time I would like to test making an email campaign that let users know that the item that was in their cart now had a discount.

Bounce rate of users initally coming to the site: I would like to think about intuitive and accessible navigation. I would test this through micro A/B testing and heat mapping.

The priority of this would come from what was most important to the marketing team but would ultimately depend on Simpli's organizational sturucture.

If I were to assume that the top priority was overall conversions I would start with cart abandonment - as less people make it to the cart the A/B testing would be more effective/ less time consuming/ produce faster results.

If I was testing the checkout I would like to test how the products are laid out: grid? consistency with sizing of the add and subtract buttons, making the total savings larger, moving the checkout button up, taking away the 'go to cart' button.

Question: Can you share an example of how you would structure a test using these elements? (fictional numbers as an example are ok.)

Observation: Based on the graph depicted there is a high abandoment of the basket without proceeding to checkout.

Hypothesis: If the checkout cart icon was in the bottom right hand corner when you scrolled it would remind users that there was something in their cart.

Variations: 50% of users would see the page as is, this would allow a control group for our test to be run against. I would have the other 50% see the cart at the bottom right hand corner.

This test would run for two weeks. Important to note that every test that I run will run for the entrie time laid as out to make sure it is viable.

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I would also want this test to be statistically signifigant. In order to see this I would want to see a 5% increase in folks heading to the checkout.

Population: Our population is some who have added something to their cart.

Sample: This represents the participants in the test, the folks who are visiting the site and adding an item to their cart for the duration of the test. Our test is attempting to estimate the behaviour of our sample population. The two groups (control and sample) will have an identical experience other than the movement of the cart icon on scroll.

Predicted outcomes:

1) Our test runs and there is a 5% increase in checkouts.
2) There is no detectable difference and our test fails - back to the drawing board!
3) There is an increase in checkouts but our test does not see it. Maybe run again with a higher margin.
4) There is no increase but the test believes there was. Was the sample size predicative of the entire population? Was that able to be measured within a 2 week time span?

I would use a sample size caluculator to measure the sample size needed. This will take the baseline conversion rate (I would want to set this at 5%). I would want the statistical signifgance to be high 90%-95%. If there was a baseline conversion rate of 5% and a minimum detectable effect of 1% we will need a sample size of 12,866. If, based on the past statistics of the website (as the graph shown in the test does not show time), the number needed to be tested was too high I would decrease the statisti cal power and increase the minimum detectable effect - allowing for more error but a smaller population test size.

If the baseline conversion rate was at 5% then, based on the graph, I would want the test group to have an increased checkout rate of 11% minimum while the control group stayed at 6% of folks heading to the checkout page.

If this test worked, and the expected outcome of having a 5% increase was reached the test would be a success.

Regardless of the success of the test I would write up a conclusion outlining the test for the marketing, design and engineering team.

Thank you for your time and consideration,
Charlie Stableford