Conversion Test Plan For Adidas Sporty Tryouts

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Table of contents

Version History

Date	Version	Author	Comment
2023-09-27	1.0	J.C. Hendriks	Document explaining test regarding conversion of the concept Sporty Tryouts.
2023-09-28	2.0	J.C. Hendriks	Added test conditions and edited the conclusion.
2023-09-28	3.0	J.C. Hendriks	Changed document title.
2023-09-28	4.0	J.C. Hendriks	Edited the introduction.
2023-09-29	5.0	J.C. Hendriks	Expanded on conclusion and added recommendation.

Introduction

In this document, I will explain my test plan for demonstrating the conversion rate of my concept, Adidas Sporty Tryouts. This concept involves embedding a short video game on the Adidas e-commerce website, allowing customers to virtually try out different clothing items in various scenarios with their selected Adidas virtual ambassador. This interactive and engaging experience offers users rewards after finishing a game, aiming to increase engagement and satisfaction. Each clothing section is paired with specific game scenarios, such as football, basketball, or tennis. Before proceeding to production, it's essential to validate the commercial value of this concept by demonstrating its conversion rate. Assessing the application's conversion rate is highly significant prior to committing to any definitive investment and execution. This evaluation helps confirm the viability of the idea and reduces potential financial risks. Before reaching this point, I've already conducted a test regarding usability and user desirability, which have shown that users find it easy to use, enjoyable, and are willing to share it with others. This positive feedback reinforces the concept's potential.

Test Objective

The primary goal of the Adidas Sporty Tryouts concept is to address the current consumer trend of low confidence in online clothing purchases due to the inability to physically try on garments. To combat this challenge, I aim to boost customer confidence using the immersive features of Volumetric Capture. The ultimate objective is to increase sales for Adidas. To measure the prototype's impact on sales, I will focus on the conversion rate, representing the percentage of website visitors who make a purchase after using the virtual tryout feature. While metrics like average order value and sales growth are important, they may be influenced by various factors beyond the virtual tryout feature, such as sales seasons, making it challenging to attribute changes solely to this concept. In contrast, the conversion rate specifically isolates the impact of the feature on purchase decisions.

Test Method

For a direct comparison between the current website and the one featuring the virtual tryout feature, I have chosen the A/B test method. This approach involves dividing website visitors into two groups: the test group, which accesses the virtual tryout feature, and the control group, which does not. This division allows me to objectively evaluate the performance of the two groups and determine the impact of the virtual tryout feature on conversion rates.

While other methods, such as preference tests or surveys, delve into understanding user preferences and emotional responses to design, they often fall short in delivering concrete, actionable insights, also the users' perceptions may not always align with their actual behaviour, and the results may be subject to response bias. In contrast, the A/B test not only offers a more comprehensive perspective but also provides quantifiable performance metrics rooted in real user interactions. This data-driven approach is pivotal in evaluating the concept's effectiveness and its capacity to significantly enhance sales for Adidas.

In addition, user behaviour within the prototype should be closely monitored in order to analyse how many users engage with the virtual tryout, and whether they make purchases. This data will provide valuable insights into user interactions and conversion points within the concept, correlating the use of the feature with the increase in sales.

Test Period

According to Nielsen (Nielsen, 2013), a month is effectively a long enough period in which the baseline user count and the number of conversion events can be measured. It is short enough to timely make an impact on the business, and long enough that it's not susceptible to random fluctuations. Furthermore, it is essential that the measurement period aligns with the product-development cycles of the Adidas team. This synchronisation is crucial to prevent the assessment of any additional changes beyond those incorporated during the cycle when the virtual tryout is introduced. This alignment ensures that the conclusions are not influenced by other factors.

Test Conditions

In order for the concept to be validated, certain conditions need to be verified. These conditions are:
1. The A/B test has demonstrated that the version of the application with the virtual wardrobe has a higher amount of conversion than the version without. Conversion being the amount of sales.
2. The A/B test has demonstrated that a higher number of users that made a purchase activated and interacted with the virtual wardrobe than the users that did not. This would indicate the correlation between this feature and an increase in sales.

Comparing A/B Testing Tools

In the context of providing GroupM with additional knowledge on which tool to use for running an A/B test, I decided to list and compare the different types of A/B testing tools available in the market.

Criteria

Criteria to take into consideration for selecting the A/B testing tool.

Criteria	Description
Track conversion	1. Is it possible to track user clicks on the purchase button? This is the main event to track in order to measure conversion, without it no conversion can be measured.
Track interaction with virtual tryout	1. Is it possible to track user clicks on the button to view the virtual tryout? This helps indicate if the users making the conversion have activated the virtual tryout. 2. Is it possible to track user hover action over the virtual tryout? This helps indicate if the users making the conversion have actually used the virtual tryout, correlating its use to the conversion.
Target segmentation	1. Is it possible to track which device the user has used? This will help indicate if the experience gets influenced by the device, this information will be handy in order to make further design decisions. 2. Is it possible to differentiate between new vs. returning visitors? This will help indicate if the virtual wardrobe increases returning visitors which is also interesting for the company.

The Tools

After analysing the current Adidas website, two A/B testing tools were found, namely Optimizely and Monetate. Furthermore, reading through many articles I found AB Tasty, VWO, Adobe Target, Split.io, and Crazy Egg to be amongst the most popular tools.

Optimizely
Optimizely allows tracking of user clicks on purchase and virtual tryout buttons, hover actions, and user devices. It supports differentiating between new and returning visitors for personalised experiences.

Monetate
Monetate enables tracking of clicks on purchase and virtual tryout buttons, hover actions, and user devices. It also supports differentiation between new and returning visitors for personalised targeting.

AB Tasty
AB Tasty offers tracking of clicks on purchase and virtual tryout buttons, hover actions, and user devices. It provides features for distinguishing between new and returning visitors for personalised experiences.

VWO
VWO allows tracking of user clicks on purchase and virtual tryout buttons, hover actions, and user devices. It supports differentiating between new and returning visitors for personalised testing.

Adobe Target
Adobe Target enables tracking of clicks on purchase and virtual tryout buttons, hover actions, and user devices. It offers features for distinguishing between new and returning visitors for personalised experiences.

Split.io
Split.io supports tracking user devices for feature flag segmentation but does not provide native tracking of button clicks or hover actions. It offers features for differentiating between new and returning visitors for experimentation.

Crazy Egg
Crazy Egg primarily focuses on heatmap and session recording and may not provide direct tracking of button clicks or hover actions. Device tracking is limited, and visitor differentiation is not a primary feature. It's more geared towards visualising user behaviour.

Comparison Matrix

| A/B testing tools | Tracks conversion | Track interaction with virtual tryout | | Target segmentation | |
	Track user clicks on purchase button	Track user clicks on virtual tryout button	Track user hover over virtual tryout	Track user device	Differentiate new vs. returning visitors
Optimizely	Yes	Yes	Yes	Yes	Yes
Monetate	Yes	Yes	Yes	Yes	Yes
AB Tasty	Yes	Yes	Yes	Yes	Yes
VWO	Yes	Yes	Yes	Yes	Yes
Adobe Target	Yes	Yes	Yes	Yes	Yes
Split.io	Yes	No	No	Yes	Yes
Crazy Egg	No	No	No	No	No

Legend: Does not suffice criteria, Suffices criteria

Comparison Results

Most of the reviewed tools provide all the features needed for the A/B test. Leaving no reason to implement external tools other than the already being used, Optimizely and Monetate. The choice can be made by the development team. After a quick look, I would recommend Optimizely due to its extensive and well designed documentation.

The Prototype

To conduct the A/B test effectively, it's essential to develop a new version of the website that includes the virtual tryout feature. I will provide GroupM with a prototype that mimics the current Adidas product page but includes the new feature. Initially, the focus will be solely on the virtual wardrobe feature for the first iteration and exclude the game component from the initial concept. This incremental approach, introducing one feature at a time, enables for drawing distinct conclusions for each feature's impact.

This prototype will first integrate a mobile-based volumetric capture due to the unavailability of the high end capture studio. This mobile-based volumetric capture will involve a self developed template for the developers team at Adidas to use. This can be later changed once the high end capture studio becomes available.

A quick analysis on the current website of Adidas shows that the current technology used for the frontend is react and Next.js. To make it easier to integrate with their current stack I will use the same technology.

Conclusion

This document outlines a specific objective: to showcase the conversion rate increase in sales for Adidas. To achieve this, I've chosen to conduct an A/B test, as it provides quantifiable performance metrics derived from real user interactions. This approach is favoured over preference tests or surveys, which primarily focus on user preferences and emotional responses to design, taking into consideration that user perceptions may not consistently align with their actual behaviour, potentially introducing response bias into the results.

There are various tools available for conducting this test, but I recommend utilising Optimizely. This choice is based on the fact that it's already in use by the Adidas team and offers comprehensive developer documentation.

Recommendation

The recommended period for running this test is one month, but the product-development cycles of the Adidas team should be taken into consideration in order to align the time period accordingly, reason being that the conclusions are not influenced by other factors such as other changes in the product.

I will contribute to the development team by providing a prototype that integrates the new virtual wardrobe feature into the product page. This prototype will serve as a valuable resource for the Adidas development team, enabling them to seamlessly incorporate the new feature and ensure the successful execution of the test. GroupM can then reach out to the Adidas development team to include this prototype in the A/B test, allowing for an analysis of the conversion rate. This data will enable GroupM to validate the conversion performance of Adidas Sporty Tryouts, ultimately leading to a decision on whether to implement this concept.

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