

Topic	Streamlining the webshop checkout process on mobile devices
Hypothesis	Adding a “bottom buy box” to a product page can lead to higher conversions & shorter time to action.
Test	A/B/n Test
Variable	<b>Bottom buy box</b> that appears on Prototype B, once the above-the fold buy box is out of the user’s vision
Test plan	<p><b>Technical setup:</b> The live prototype outputs a random version of itself and is linked to Google Analytics, so every user event is captured and transmitted with the correct test label and can be evaluated afterwards</p> <p>In order to achieve transparent test results, I will conduct two test series.</p> <ol style="list-style-type: none"> <li><b>Quantitative user testing</b> Live URL with instructions - possibly big test group</li> <li><b>Qualitative User testing</b> Test-setup in class</li> </ol>
Task	<ol style="list-style-type: none"> <li><b>Gain information</b> about the displayed product (reviews, content)</li> <li>Add product to the <b>shopping cart</b></li> </ol>
Live URLs	<a href="https://lab.philwornath.com/PhilsShop_ABTest">https://lab.philwornath.com/PhilsShop_ABTest</a> (Randomized) <a href="https://lab.philwornath.com/PhilsShop_ABTest?id=0">https://lab.philwornath.com/PhilsShop_ABTest?id=0</a> (Prototype A) <a href="https://lab.philwornath.com/PhilsShop_ABTest?id=1">https://lab.philwornath.com/PhilsShop_ABTest?id=1</a> (Prototype B)

	Prototype A+B Initial state	Prototype A Scroll state	Prototype B Scroll state
Screens hot			
Variable		No bottom “Add to basket” - CTA	“Add to basket” CTA button appears on the bottom