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	Bottom buy box that appears on Prototype B, once the above-the fold buy box is out of the user's vision		
Test plan	Technical setup: 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 In order to achieve transparent test results, I will conduct two test series. 1. Quantitative user testing Live URL with instructions - possibly big test group 2. Qualitative User testing Test-setup in class		
Task	 Gain information about the displayed product (reviews, content) Add product to the shopping cart 		
Live URLs	https://lab.philwornath.com/PhilsShop_ABTest (Randomized) https://lab.philwornath.com/PhilsShop_ABTest?id=0 (Prototype A) https://lab.philwornath.com/PhilsShop_ABTest?id=1 (Prototype B)		

	Prototype A+B Initial state	Prototype A Scroll state	Prototype B Scroll state
Screens	How can we help? A loffice WorkLife Office combination "CEO & Founder" (BACK) (BACK) (BACK) (BACK) (BACK) (BACK) (A great product ! A great product ! Award winning design ! Colleagues will love it Designed by our in-house Your Account Shopping Cart	The best office table setup for Entrepreneurs or those who want to be - Your desk, your Business - supercharged Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Blandit cursus risus at ultrices mi tempus imperdiet. Elit duis tristique sollicitudin nibh sit amet commodo nulla. Eget nulla facilisi etiam dignissim diam. Quisque non	who want to be - Your desk, your Business - supercharged Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Blandit cursus risus at ultrices mi tempus imperdiet. Elit duis tristique sollicitudin nibh sit amet commodo nulla. Eget nulla facilisi etiam dignissim diam. Quisque non User reviews User puper I have a smallish room for multiple activities - home office; sewing; crafts; and sometimes it also needs to
		Daan Smit **** Add review SUPER DUPER I have a smallish room for Your Account Shopping Cart	bought this table for crafting Emma Westerdijk **** I just love this Your Account Padd to basket 1250 EUR
Variable		No bottom "Add to basket" - CTA	"Add to basket" CTA button appears on the bottom