

# **UX DESIGN AB TESTING REPORT**

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# CONTENT

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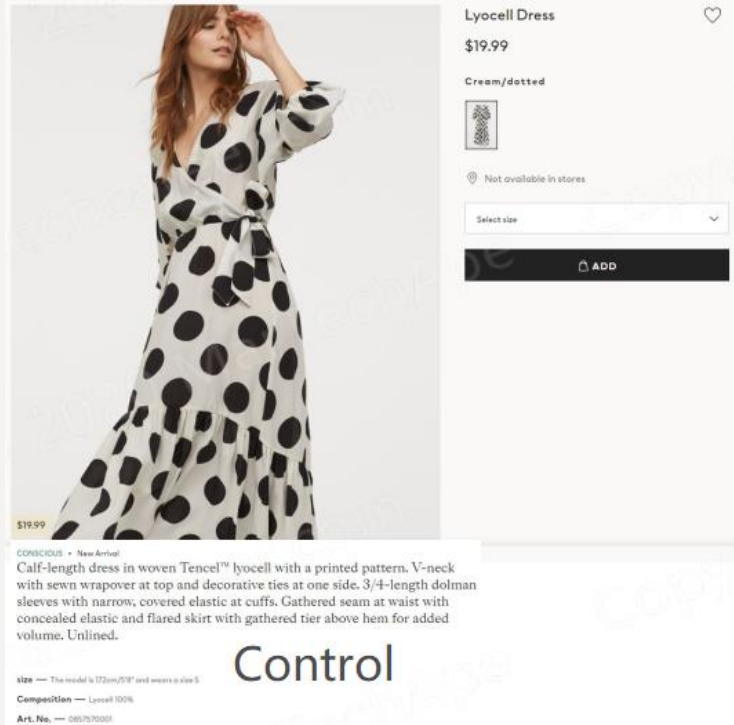
4.

- Deep dive – cut by dimensions

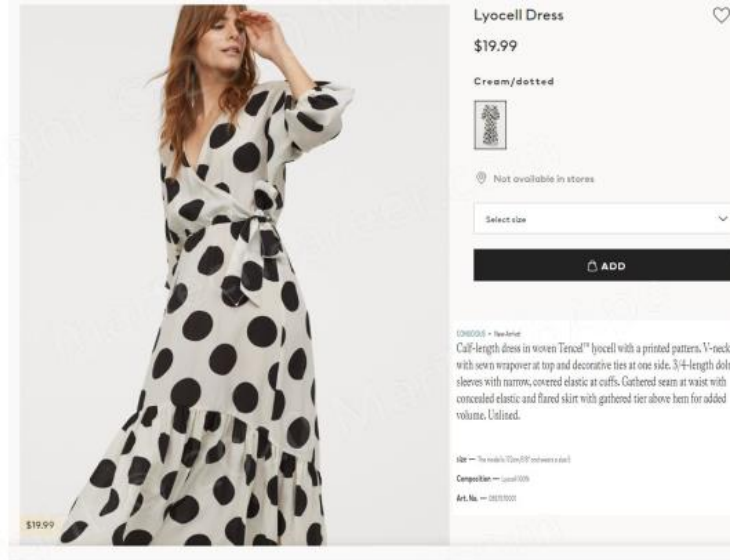
5.

- Conclusion

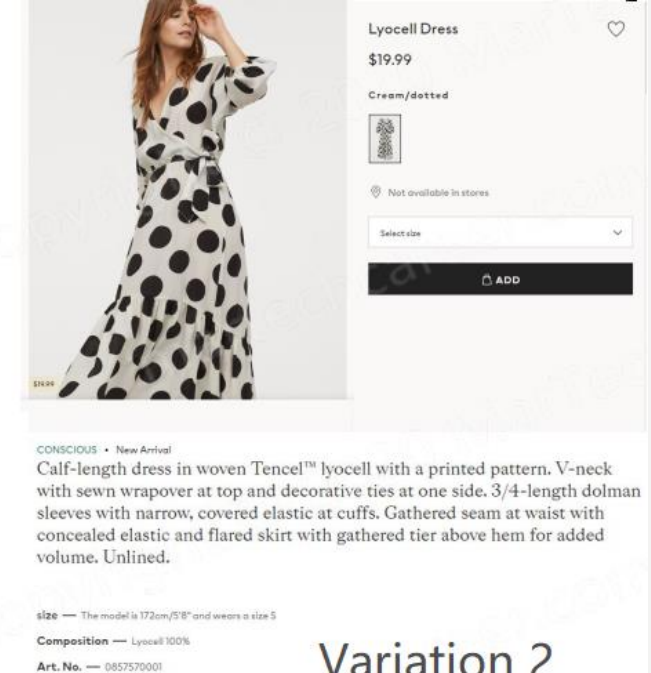
# Test 1 – Product Detail Changes



Control



Variation 1



Variation 2

## BACKGROUND

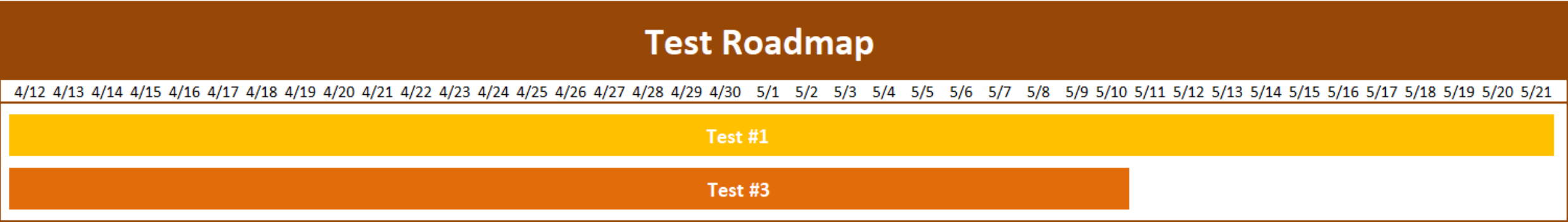
Hypothesis:

If we change our product detail location

Then ATCR will increase 0.3%

Because there was a similar test on browser page we launched before.

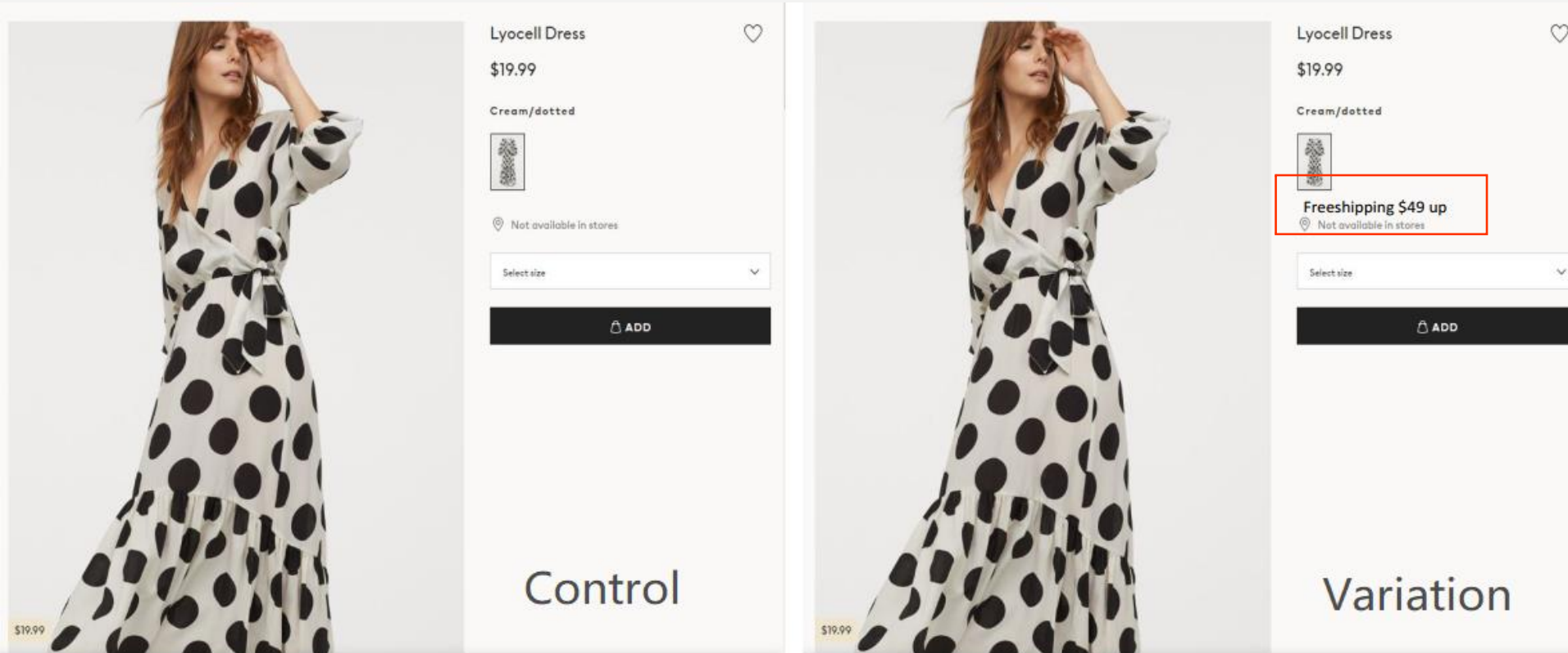
# TEST TIMELINE



**ISSUE:**

There was an overlap of the two test which both ran test on the product page. And we did not realize it until we ended our test 1.

## Test 3 – Free Shipping Banner



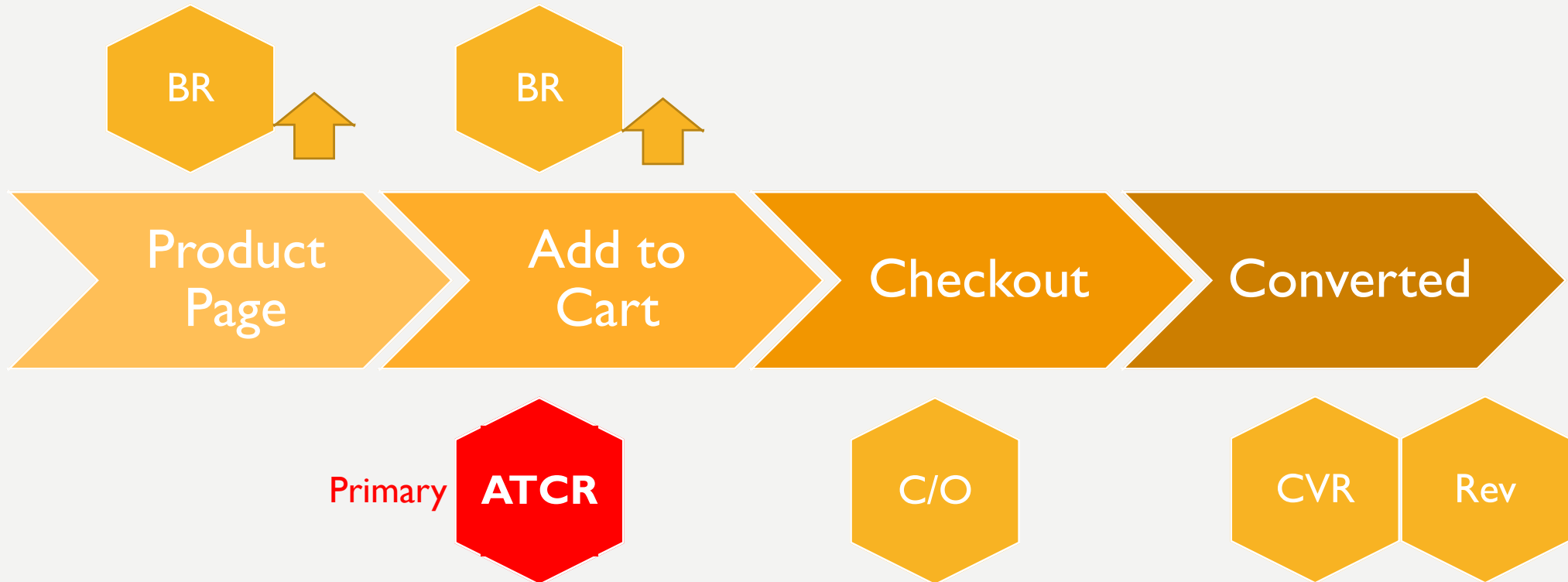
**BACKGROUND**

Responsible: Joe, Chen

# EXECUTIVE SUMMARY

- Test 1 performs better when it comes to specific users like customers acquired by email and returning users. Suggest rolling out variation 1
- Returning users react better on test 3. Suggest rolling out Test 3 on returning users and test the effect when moving the banner to checkout page.

# TRAFFIC FLOW CHART



# ASSUMPTION

- The metrics were based on customer and session-level. I prefer to use **session-level metrics** because of the fast-fashion business model.
- The raw data had issue with sampling, which implies that some groups cannot perform deep dive because of the **small traffic**.
- Of all the analysis and calculation on this report, they have all gone through the **P-Value trend test**, which means that all the significance results are stable over the time and reliable



# OVERALL ANALYSIS

## Test 1

- Variation 1 works well (ATCR +0.35%)
- Variation 2 underperformed than Variation I
- Reduced impulse spending (Rev -0.33%)

## Test 3

- Users may go back to add more to their carts or leave because free shipping banner (ATCR-, C/O+, BR-)

	test1		test3
	v1	v2	var
BR	No Sig	11.40%	-0.61%
ATCR	0.35%	-11.55%	-1.33%
C/O	No Sig	No Sig	1.38%
CVR	No Sig	-1.19%	No Sig
Rev	-0.33%	No Sig	-2.90%

\* Session level

Significant



Positive Lift

Negative Lift

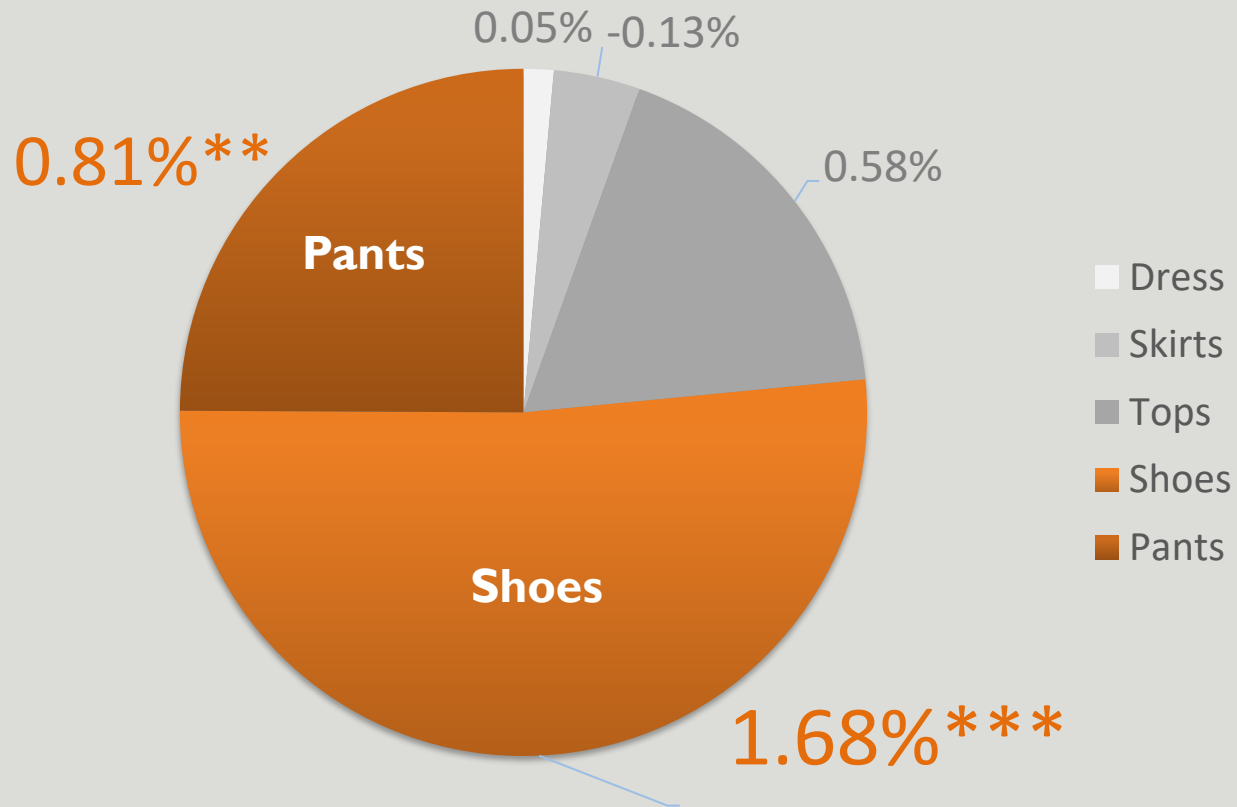
# TEST 1

## DEEP DIVE - CUT BY VISITOR TYPE

Test 1	Variation 1			
Visitor Type	BR	ATCR	C/O	CVR
New users	No sig	No sig	No sig	No sig
Email required visitors	No sig	1.03%	No sig	No sig
Sign up with no purchase	No sig	No sig	No sig	No sig
Users with purchase history	No sig	0.43%	-0.79%	No sig

- Suggest rolling out variation 1 since there is no directional negative effect on metrics
- Users who have purchase history have a decline on C/O
- Next step: user research by questionnaire

## Cut by Category - ATCR



Products like pants and shoes need more size information than others for users to make sure they fit.

Next step: perform clustering analysis to apply this pattern

## TEST 1 VARIATION 1 CUT BY CATEGORY

\*95% sig, \*\*99% sig, \*\*\*99.9% sig

# TEST 3 CUT BY VISITOR TYPE

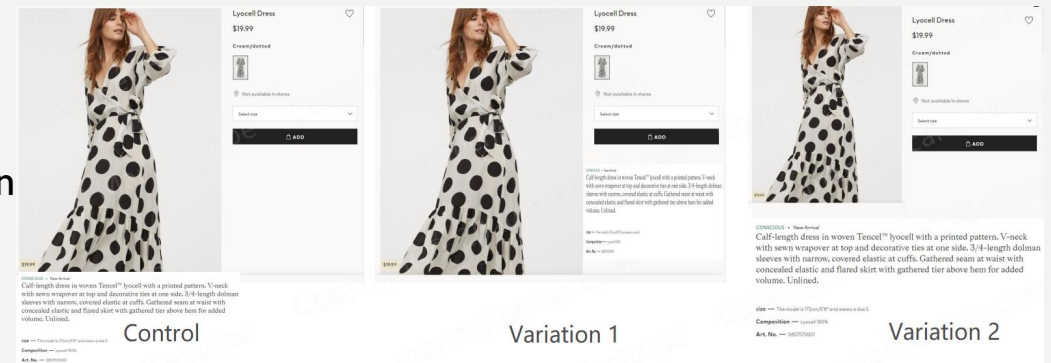
Users sign up without purchase may go back to add more products or leave because free shipping banner while they may tend to abandon the higher value of cart

Users with purchase history react better. Suggest rolling out test 3 on all users except sign up without order

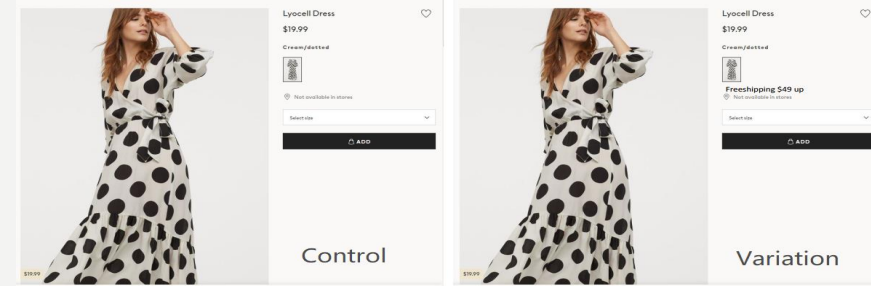
Test 3	Variation			
Visitor Type	BR	ATCR	C/O	CVR
New users	No sig	No sig	No sig	No sig
Email required visitors	No sig	No sig	No sig	No sig
Sign up with no purchase	No sig	-2.10%	No sig	-1.09%
User with purchase history	-1.79%	0.32%	0.01%	No sig

# CONCLUSION

## Test 1 Location of description



## Test 3 Free shipping banner



## Recommendation:

- Suggest rolling out Test 1
- Suggest rolling out Test 3 on all users except sign up without purchase

## Next Step:

- Test 1 can go further test on why returning users are more likely to abandon cart when checkout.
- Test 3: Launch a test to check why ATCR and CVR decline for sign up without purchase group
- Check test 3 effect when moving the banner to checkout page to see if it will raise the C/O

**Thank you!**

