GTB  
  
**QA**  
[DEV 21.11] OT-1230 | XT | IT | BP | 3.0 Popin - NGC BPA (BPC)

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-1230>

**Site**  
<https://www.ford.it/>

**Test location**  
See Popin Location

**Hypothesis**  
Analysis on the TDR Popin and UC5 has shown that TDR Popin converts at a higher rate than UC5 for TDR Completes. As such, we want to turn off UC5 and add the only vehicle included in UC5 in TDR Popin. Consolidating the two will also allow us to perform future AB testing to ensure TDR Popin is the best version it can be.

**Test Description**

There are 2 parts to this ticket:

1. Collecting the Data
2. Displaying the popup

It must happen in that order.

NOTE: This ticket only works for vehicles using the new Build and Price configuration (see image below), no data will be recorded if the old configurator is used.

**Collecting the Data:** View the QA Link, in the top right corner select “Configura”. To configure a vehicle simply click on it, once loaded, you should now be in the Build and Price section, you can also leave now to trigger a popup. Some popup locations will only appear if you selected a specific model though, so if that is the idea, please select a model before leaving the page in order to get a popup to appear.

**Displaying the Popup:** The popup can display in multiple locations if certain conditions are met.

* Homepage
* NPP of relevant vehicle (eg Fiesta popin to only appear on Fiesta NPP)
* Model Pages of relevant vehicle
* Appear in PV promotions only if it is a personal vehicle
* Appear in CV promotions only if it is a commercial vehicle
* Appear in CV landing page only if commercial vehicle
* If vehicle is present in Mini Showroom -> SUV & Crossover, then show also on SUV page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Hybrid Electric, then show also on Hybrid Electric page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Family Cars, then show also on Family Cars page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Performance, then show also on Performance page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Commercial Vehicles, then show also on Commercial Vehicles page(see Thin Header on Homepage for link)
* If vehicle is ST-line, then show also on ST-line page (see footer on Homepage for link)
* If vehicle is Vignale, then show also on Vignale page (see footer on Homepage for link)
* If vehicle is Transit Custom Nugget or Transit Custom Nugget Plus, then show also on Motorhome page (see footer on Homepage for link)
* If vehicle is Fiesta, Ecosport or Puma, then show also on Small Vehicle page (see footer on Homepage for link)
* If vehicle is Tourneo Courier, Tourneo Connect, S-Max, Galaxy or Tourneo Custom and Transit Bus, then show also on People Carrier page (see footer on Homepage for link)

The popup can only appear a maximum of 3 times, with a 15 minute duration in between popups. Popups appear after 15 seconds of landing on the page. The CTA on the popup will return the user to the point where he dropped off, or the next step based on whether a selection was required on the page you dropped off on.

For example, if you just entered the build and price and left. You’d return to that exact page as you need to make a choice between which model you want. Whereas if you were on the colour page, the colour is pre-selected once it loads so you would go to the next step which is Interior ( I think ).

So in short, if the page you’re on contains only 1 button for you to proceed to the next step, usually found in the bottom right corner, then leaving this page will take you to the next page, however if you’re on a page where there are multiple options similar to the Model Selection screen, you will return to this page.

The Popup:  
Graphical user interface, text

Description automatically generated

Please note that the tooltips will display within the popin, this is normal for the 3.0 disclaimers.

For example

Graphical user interface, text

Description automatically generated

Activity locations:

#### Activity Location

Name: Popup - HP

URL: https://www.ford.it

Name: Popup - NPP - PV

URL: https://www.ford.it/auto/nuova-puma

OR any page where

url contains ford.it/auto/

AND  url is not ford.it/auto/

Name: Popup - NPP - CV

URL: https://www.ford.it/veicoli-commerciali/

OR any page where url contains ford.it/veicoli-commerciali/

Name: Popup - Promotions

URL: https://www.ford.it/guida-allacquisto/scegli-la-tua-ford/promozioni/offerte-auto-veicoli-commerciali

OR any page where url contains ford.it/guida-allacquisto/scegli-la-tua-ford/promozioni/offerte-auto-veicoli-commerciali

Name: Popup - CV

URL: https://www.ford.it/veicoli-commerciali/gamma

OR any page where url contains ford.it/veicoli-commerciali/gamma

Name: Popup - SUV

URL: https://www.ford.it/auto/ford-suv

OR any page where url contains ford.it/auto/ford-suv

Name: Popup - Hybrid

URL: https://www.ford.it/guida-allacquisto/ricerca/ibridi-ed-elettrici

OR any page where url contains ford.it/guida-allacquisto/ricerca/ibridi-ed-elettrici

Name: Popup - Family

URL: https://www.ford.it/auto/familiari

OR any page where url contains ford.it/auto/familiari

Name: Popup - Performance

URL: https://www.ford.it/auto/ford-performance

OR any page where url contains ford.it/auto/ford-performance

Name: Popup - ST Line

URL: https://www.ford.it/auto/st-line

OR any page where url contains ford.it/auto/st-line

Name: Popup - Vignale

URL: https://www.ford.it/guida-allacquisto/ricerca/ford-vignale-experience

OR any page where url contains ford.it/guida-allacquisto/ricerca/ford-vignale-experience

Name: Popup - Small

URL: https://www.ford.it/auto/compatte

OR any page where url contains ford.it/auto/compatte

Name: Popup - Ppl Carrier

URL: https://www.ford.it/auto/monovolume

OR any page where url contains ford.it/auto/monovolume

Name: DC - Non Pre-Order

URL: https://www.ford.it/guida-allacquisto/scegli-la-tua-ford/bp/ice

OR any page where url contains ford.it/guida-allacquisto/scegli-la-tua-ford/bp/ice

Name: Mach-E DC

URL: https://www.ford.it/guida-allacquisto/scegli-la-tua-ford/configura-mach-e/configura

OR any page where url contains www.ford.it/guida-allacquisto/scegli-la-tua-ford/configura-mach-e/configura

**QA Links:**

<https://www.ford.it?at_preview_token=ZtbwCtQEjBBDjh38Tu4hSg&at_preview_index=1_1&at_preview_listed_activities_only=true>