GTB  
  
**QA**  
[LIVE 20.08] OT-784 | AB | UK | NPP | Pre-order vs BP Nomenclature – 17 April 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-784>

**Site**  
<https://www.ford.co.uk/>

**Test location**  
<https://www.ford.co.uk/cars/mustang-mach-e>

**Tags**

CONTROL - tt:nwp:opt-784:ab:vhp:bp-nomenclature:control

CHALLENGER B - tt:nwp:opt-784:ab:vhp:bp-nomenclature:varb

CHALLENGER C - tt:nwp:opt-784:ab:vhp:bp-nomenclature:varc

**Hypothesis**  
Pre-ordering a vehicle is a big commitment. Previous personalisations on TDR journey show that some audiences might be too new to be ready for purchase / TDR. For these users, words like “Configure” might resonate better. Testing the impact of introducing the pre-order journey as “Pre-order now” vs “Configure now” will enable us to understand which of the two will increase BP-S but also BP-C.

**Test Description**  
View the CHALLENGER B LINK. In the top right next to “Keep Me Informed” button it should have a “Configure” button instead of a “Pre-Order” button. Next just below that is a video playing of the vehicle. In the bottom of the video in the centre there’s a section containing information and another button, a blue one. This should say “Configure Now” instead of “Pre-Order Now”.  
This is the only change; the links still go to the same place when clicked.

View the CHALLENGER C LINK. It’s exactly the same as the above, but it’s been renamed to “Reserve” and “Reserve Now”

**Browser:**   
All  
  
**Device:**   
All

**Audience rules:**   
All traffic

**QA Links:**

**CONTROL:**

<https://www.ford.co.uk/cars/mustang-mach-e?at_preview_token=WCblFMLXcf8hwdF4zlobJQ%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**CHALLENGER B:**

<https://www.ford.co.uk/cars/mustang-mach-e?at_preview_token=WCblFMLXcf8hwdF4zlobJQ%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>

**CHALLENGER C:**

<https://www.ford.co.uk/cars/mustang-mach-e?at_preview_token=WCblFMLXcf8hwdF4zlobJQ%3D%3D&at_preview_index=1_3&at_preview_listed_activities_only=true>