GTB  
  
**QA**  
[DEV 20.06] OT-800 | AB | UK | eBP | Message on eBP Summary – 6 February 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-800>

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

**Test location**  
<https://www.ford.co.uk/shop/price-and-locate/pre-order/build-your-own#/model>

**Tags**

A. CONTROL (Default)

B. CHALLENGER (new message)

**Hypothesis**  
Research across other e-comm sites confirms a preference for communicating transparently that a refund is fully refundable (or indeed it is possible to cancel a membership, etc). Our hypothesis is that highlighting that it is possible to withdraw from a pre-order on the eBP Summary Page will ensure more users start the pre-order journey and complete. This can have a significant impact on Ford being able to achieve their pre-order targets.

**Test Description**

CHALLENGER: View the link, complete the configuration. On the final page below the Recommended pre-order deposit it should say “FULLY REFUNDABLE”. Furthermore, clicking on the † just above that where it says “RECOMMENDED PRE-ORDER DEPOSIT £1,000†” a popup will appear. After the price the next should be added “. Deposit is fully refundable until July 2020”. The Full stop is to indicate the end of the sentence of whatever was there previously.

**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Links:**

**EXPERIENCE A/CONTROL:**

<https://www.ford.co.uk/shop/price-and-locate/pre-order/build-your-own?at_preview_token=MpWi3IqKZtrQ68QGQlxo8Q%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true#/summary>

**EXPERIENCE B/CHALLENGER:**

<https://www.ford.co.uk/shop/price-and-locate/pre-order/build-your-own?at_preview_token=MpWi3IqKZtrQ68QGQlxo8Q%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true#/summary>