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”.

**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>