GTB  
  
**QA**  
[DEV 20.22] OT-828 | AB | UK | NPP | Mini Dealer Redirect – 10 June 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-828>

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

**Test location**  
Vehicle NPPs that have a 'Find a Dealer' component at the bottom of the page

**Tags**

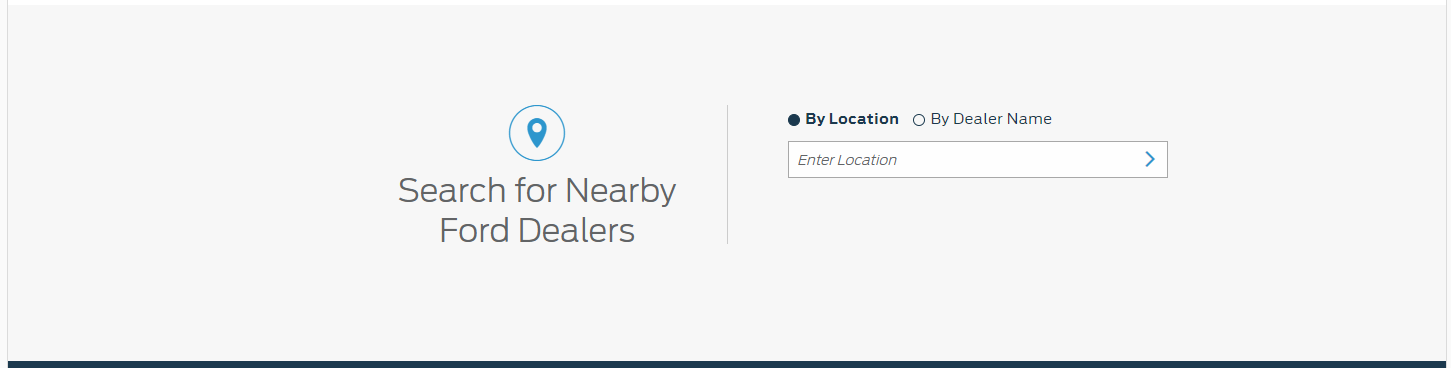
CONTROL: tt:nwp:opt-828:ab:vhp:mini-dealer-redirect:control

CHALLENGER: tt:nwp:opt-828:ab:vhp:mini-dealer-redirect:var-b

**Hypothesis**  
The current mini dealer journey is a reduced version of the Find a Dealer tool. Users can find mini dealer on the bottom of some of the most visited pages, such as the homepage and the nameplate pages. Mini dealer allows users to see a list of dealerships near a postcode they typed, however, it pushes the map further down the page and doesn’t show all the dealerships details, which users can access via a link that redirects them to the main dealer locator. Many functionalities have been taken out of the mini dealer to allow shorter loading times on the page where the component sits. We propose to perform an AB test where half users would see a regular Mini Dealer component that allows them to type their location but, instead of loading the results on the same page, this would redirect them to the full Find a Dealer page, showing the postcode as already typed.

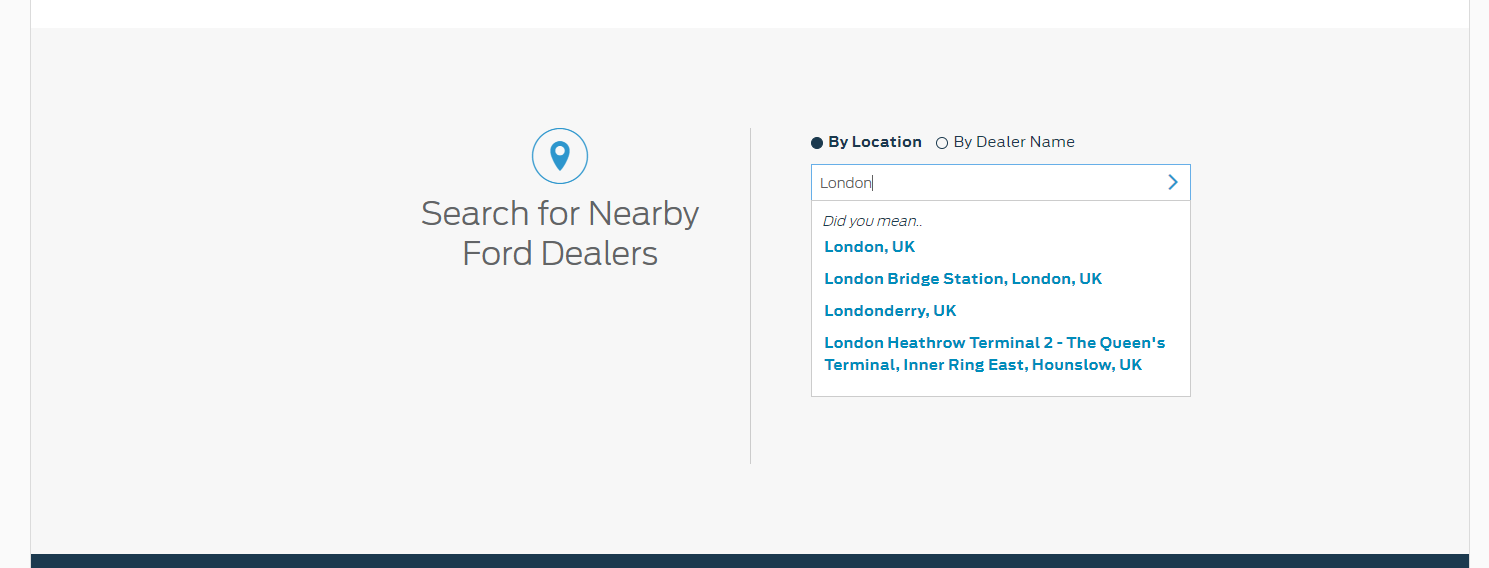
If completion numbers remain consistent in the two versions, the suggestion is to get rid of the mini dealer component and focus effort on the development of improved functionalities and layout for the full dealer locator.

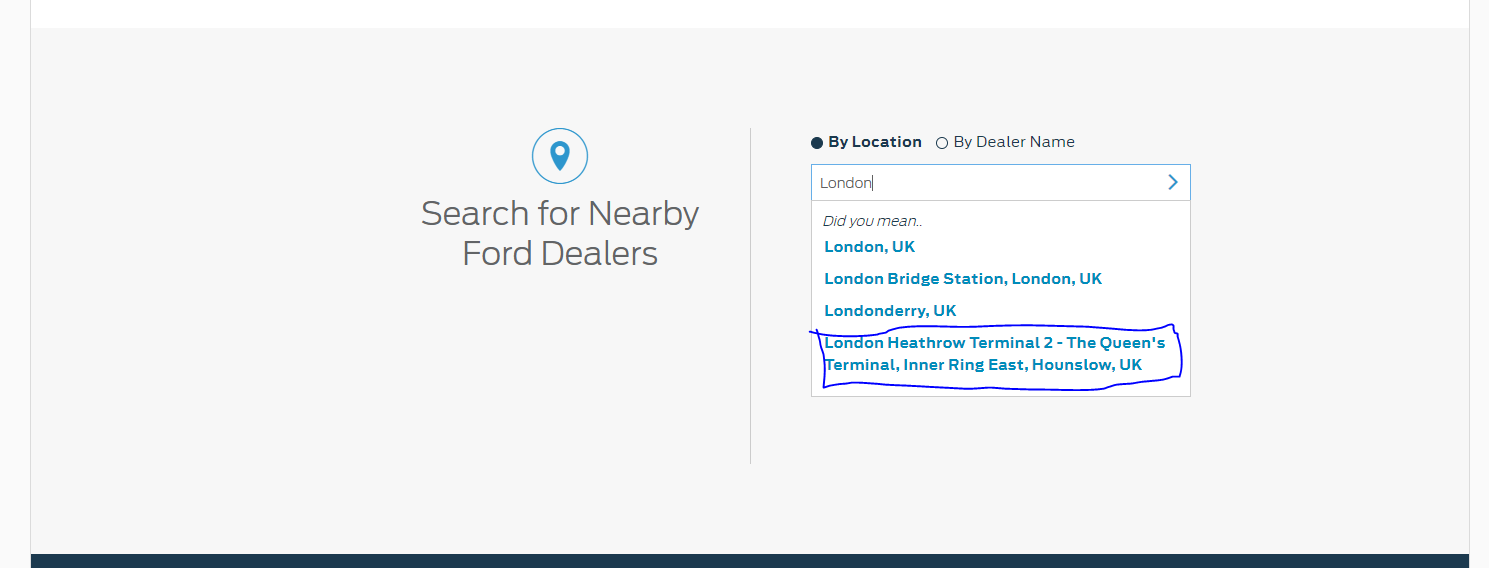
**Test Description**  
  
View the Challenger QA Link. Browse to any vehicle page. You can do this by hovering over the “Vehicles” link on the left in the main navigation header. Then select any vehicle from the “All Cars” sub-option. You can select vehicles from other sub-options too, but they should all be under “All Cars”.  
  
Once you’ve selected a vehicle scroll down to the bottom of the page looking for a section that looks like the below image.

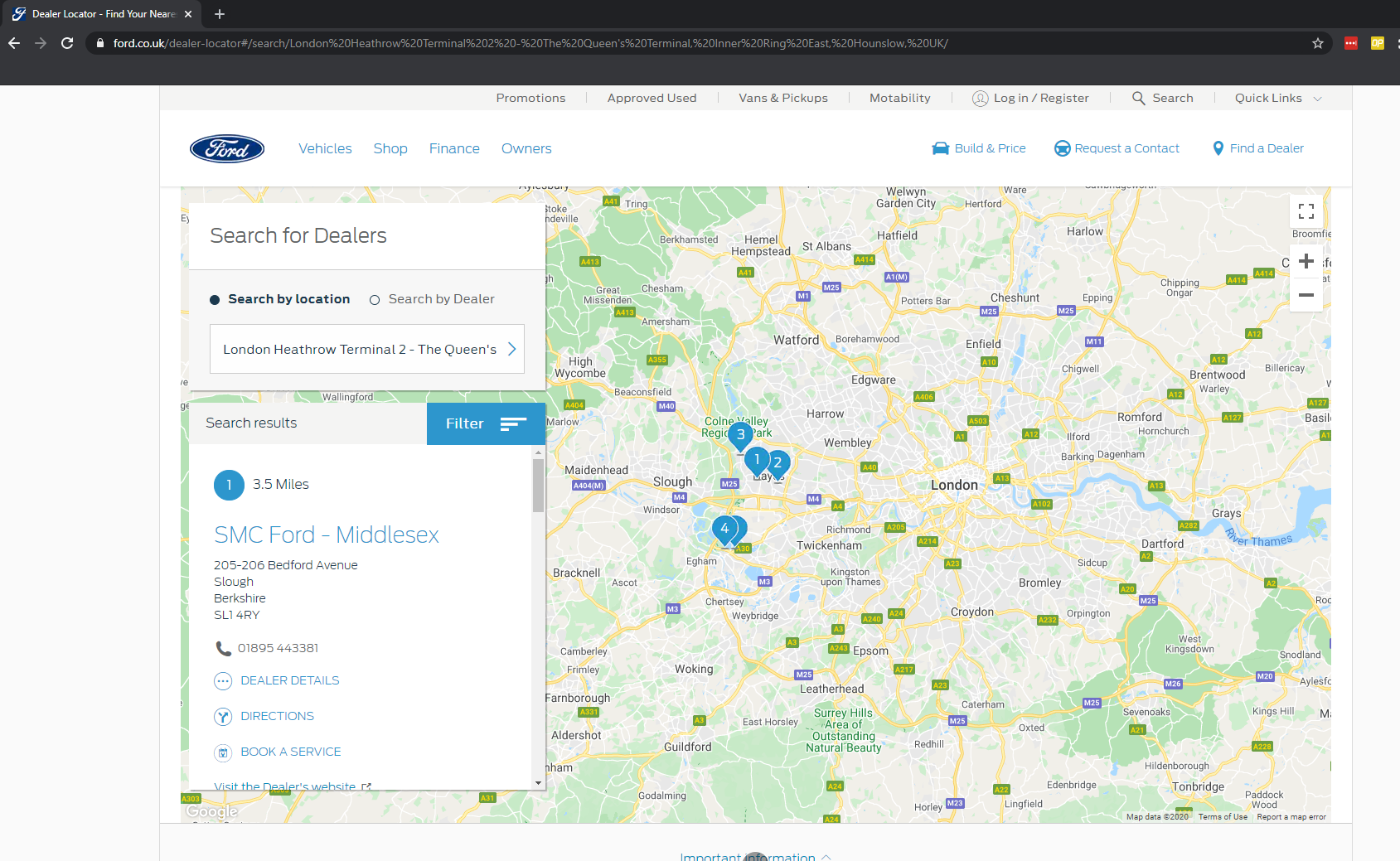


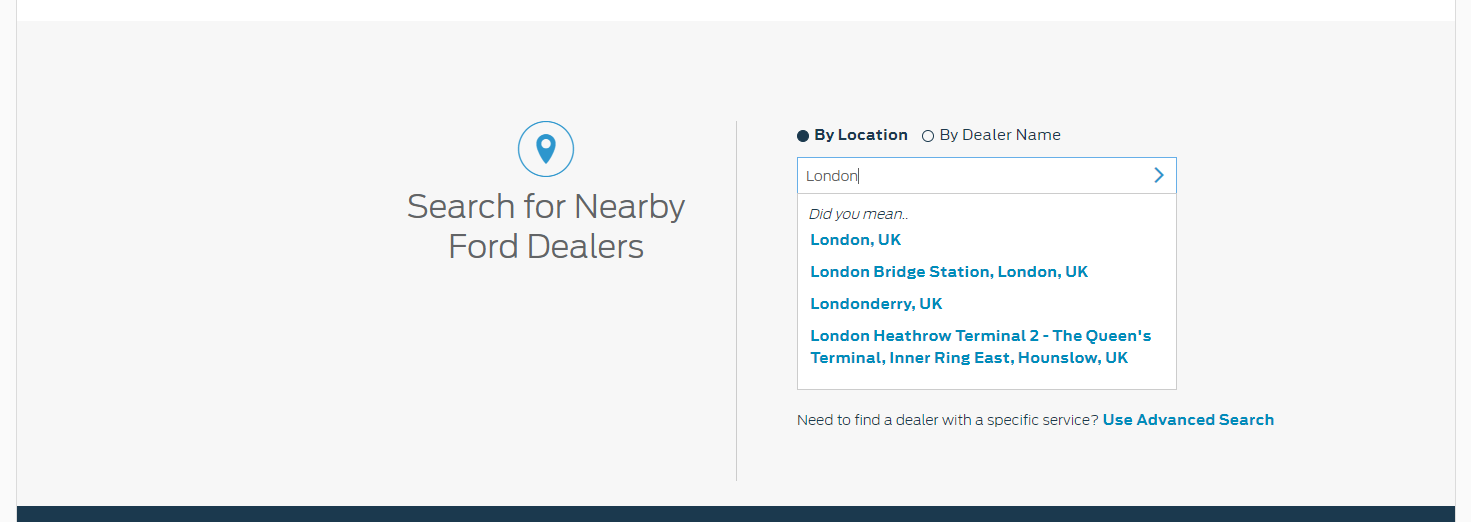
NOTE: Most vehicles have this page, not all of them do though.

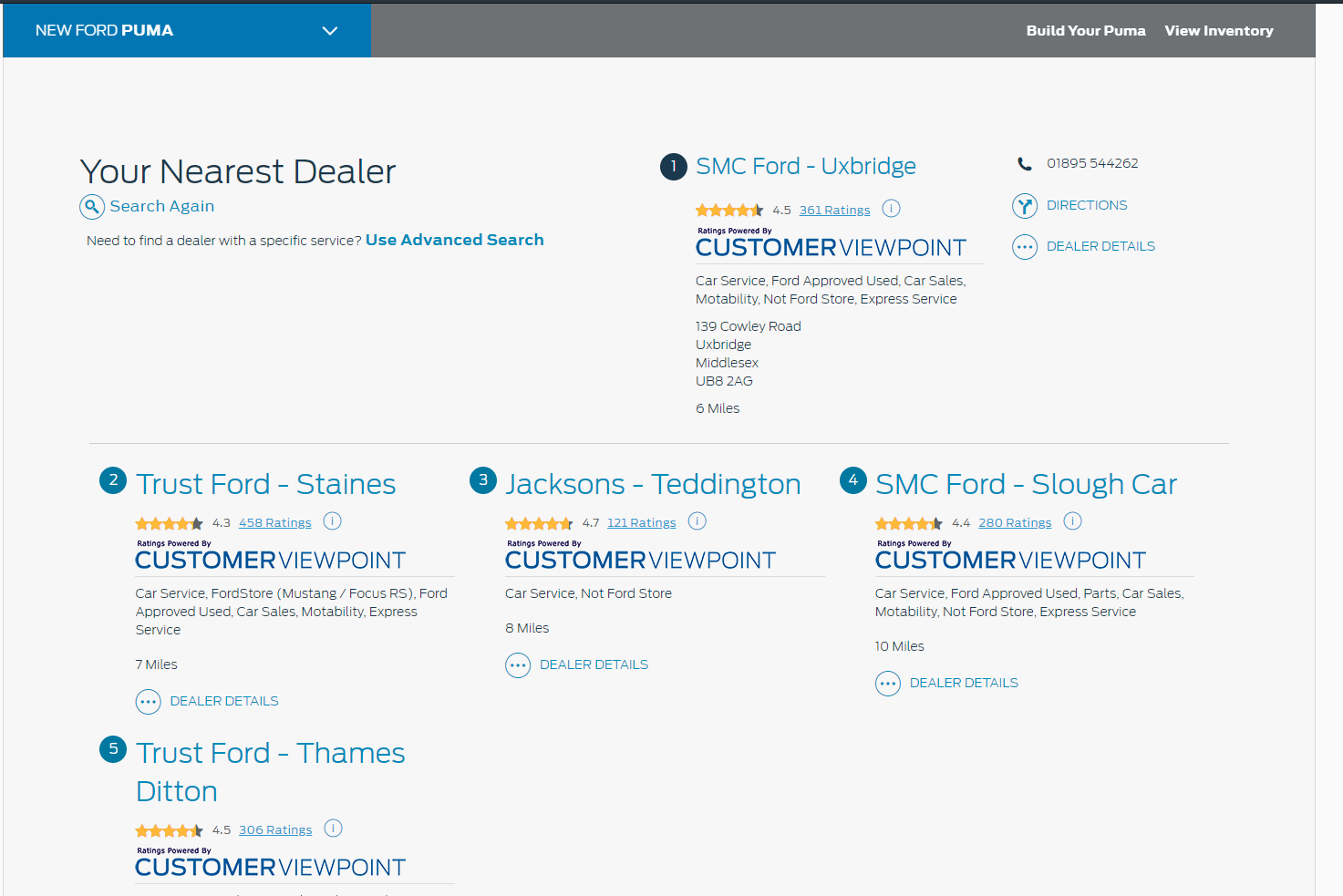
The changes in this activity, removed an advanced search button that was below the Text Box. You can view the Control QA link to compare.   
The other change is that if you enter information into the text box and you search for it, either by hitting enter, pressing on the “ > “ on the text box or selecting one of the suggested options, you’ll be redirected to the Find Dealer page “<https://www.ford.co.uk/dealer-locator>” however whatever you entered in the textbox or selected from the suggested options would’ve carried over to this page and it would be searched on that page.

As an example, enter “London” in the textbox would cause this to happen:

Clicking on the last suggestion, the one highlighted in the below image:

Would redirect to the Find a Dealer page, and auto search that:

On the control, however, the results would’ve instead loaded on the same page. Please find below what CONTROL looks like following the same steps we followed above:

Notice the “Use Advanced Search” is present on control.  
And clicking on the same option causes this to happen instead:

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

**QA Links:**

**CONTROL:**

<https://www.ford.co.uk/?at_preview_token=5mq7C4hjEvz3oi0JKO318w%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**CHALLENGER:**

<https://www.ford.co.uk/?at_preview_token=5mq7C4hjEvz3oi0JKO318w%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>