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**LA REDOUTE**

**CLEARANCE OPTIMISATION**

**TEST PLAN #10355**

**BACKGROUND**

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| **EVIDENCE:**  The client has a significant amount of stock to clear in a limited time frame, they’re also aware the customers shopping within the Sale category become frustrated with the shopping experience. |

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| **PAGE(s):**   * Women’s Sale category – shop by size banner, sitewide – nav change |

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| **MUV:**  **600,470** |  | **TEST TYPE:**  A/B |  |

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**OBJECTIVE**

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| **HYPHOTHESIS:**  A shop by size top banner will create a better shopping experience for users shopping within the Sale category by encouraging them to refine by size to avoid seeing products out of stock in their category. Additionally, renaming the ‘Sale’ category to ‘Sale & Clearance’ will further encourage users to shop within the category as ‘Clearance’ creates urgency. |

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| **TEST GOAL:**  Increase Conversion within the Sale category |

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| **KPI(s):**   * Conversions * Revenue * PDP Views * Average time on site * Average items added to basket | **KSM(s):**   * Conversions |

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**VARIANTS**

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| **INFORMATION:**  Default  Variation #1 Shop by size banner  Variation #2 Shop by size banner and ‘Sale & Clearance’ |

**TARGETING**

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| **DOMAINS:**   * http://www.laredoute.co.uk/ |

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| **URL(s):**    Shop by size - http://www.laredoute.co.uk/pplp/1326/cat-1327.aspx#shoppingtool=treestructureflyout |

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| **DEVICES:**   * Desktop * Tablet | **BROWSERS:**   * Chrome 45+ * Firefox 45+ * IE9+ |

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| **OTHER:** |

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**METRICS**

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| **NAME** | **TYPE** | **DESCRIPTION** | **STATUS** |
| 1. Sale: Women’s Sale Clothing PLP: Shop by size banner drop down clicks | Primary | Track clicks to shop by size banner drop down |  |
| 1. Sale: Women’s Sale Clothing PLP: PDP views | Pageview | Pages containing http://www.laredoute.co.uk/ppdp/ |  |
| 1. Sale: Women’s Sale Clothing PLP: PDP: Add to bag | Clicks | Track clicks to the add to bag CTA on PDP |  |
| 1. Sale: Women’s Sale Clothing PLP: Filter clicks | Clicks | Track clicks the filters div on the PLP |  |
| 1. Sale: Women’s Sale Clothing PLP: Size Filter clicks | Clicks | Track clicks to the size filter on the PLP |  |
| 1. Sitewide: Navigation: Sale | Clicks | Track clicks to the ‘Sale’ category div within the nav |  |
| 1. Funnel: Step 1: Basket | Custom | Track users visits to the basket |  |
| 1. Funnel: Step 5: Confirmation | Custom | Track users visits to confirmed order page |  |

**ATTRIBUTES**

|  |  |  |
| --- | --- | --- |
| **SEGMENT** | **DESCRIPTION** | **STATUS** |
| Device: Desktop | - |  |
| Device: Table | - |  |
| URL: users viewed Shop by size banner only |  |  |
| URL: users viewed Shop by size and Sale & Clearance |  |  |

\* Attributes are utilised to segment results’ data

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**INTEGRATIONS**

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| **TOOL** | **SLOT / TAG INFORMATION** |
| Site Catalyst | - |
| HotJar | - |
| **NOTES:** | |

**DEFAULT**

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| **DESKTOP:** |  |

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

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| **DESKTOP:** |  |  |

**DESIGN CHANGES**

* Remove hero banner
* Client would like to change the banner from time to time therefore has requested the code to accommodate this. The square box on the left ‘70% off’ will be a img tag that can be changed. The rest will be in a div tag with the ‘Clearance’ text part being a transparent .png file to keep it to brand. This will allow them to change the colour behind it using some background-color CSS.

**CONSIDERATIONS**

* Copy functionality from size filter on PLP
* Add ‘apply’ CTA to bottom of drop down
* When user has applied filters display the selected sizes below banner, (copy functionality from size filter)

**VARIATION #2**

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| **DESKTOP:** |  |  |

**DESIGN CHANGES**

* Rename ‘Sale’ to ‘Sale & Clearance’ in navigation
* Remove hero banner
* Client would like to change the banner from time to time therefore has requested the code accommodate this. The square box on the left ‘70% off’ will be a img tag that can be changed. The rest will be in a div tag with the ‘Clearance’ text part being a transparent .png file to keep it to brand. This will allow them to change the colour behind it using some background-color CSS.

**CONSIDERATIONS**

* Copy functionality from size filter on PLP
* Add ‘apply’ CTA to bottom of drop down
* When user has applied filters display the selected sizes below banner, (copy functionality from size filter)

**QA: VARIATION 1**

**USER STORY:**

**QA SCRIPT**

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|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
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**SOW**

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| **DESIGN:** |  | **ESTIMATED HOURS:** |  |
| **TEST PLAN:** |  | **ESTIMATED HOURS:** |  |
| **DEVELOPMENT:** |  | **ESTIMATED HOURS:** |  |
| **QA:** |  | **ESTIMATED HOURS:** |  |
| **ANALYSIS:** |  | **ESTIMATED HOURS:** |  |
| **DEBRIEF:** |  | **ESTIMATED HOURS:** |  |
|  | | **TOTAL:** |  |

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**DELIVERABLES**

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| **DELIVERABLE** | **SCHEDULLED** | **DELIVERED** | **LINK / NOTES** |
| Designs | 25/07/2017 | 25/04/2017 | - |
| Test Plan | 27/04/2017 | 27/04/2017 | - |
| Preview links |  |  | - |
| Data extract (Overall) |  |  | - |
| Data extract (Mobile) |  |  | - |
| Insights report (Overall) |  |  | - |
| Insights report (mobile) |  |  | - |
| Debrief Call |  |  | - |

**NOTES:**

Preview link: ?optimizely\_xExperimentID=variationNumber

QA Videos: www.url.com

Results link: www.url.com



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**Thank You**

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