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**[Penhaligons]**

**[MINI-BASKET PROMINENCE]**

**TEST PLAN - 10431**

**BACKGROUND**

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| --- |
| **EVIDENCE:**  Customer feedback survey showed that users were finding it difficult to find there basket, when adding an item to their basket. |

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| --- |
| **PAGE(s):**   * Sitewide |

|  |  |  |  |
| --- | --- | --- | --- |
| **MUV:**  32,000 |  | **TEST TYPE:**  A/B |  |

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**OBJECTIVE**

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| **HYPHOTHESIS:**  By adding an animation feature to the mini-basket when a user adds an item to their basket will help users know where to click to view their basket which will lead to users clicking through to the checkout funnel and ultimately increase conversion |

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| --- |
| **TEST GOAL:**  Increase users viewing their basket and clicking through to the basket page |

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| **KSM(s):**   * Conversions * Revenue |

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**VARIANTS**

|  |
| --- |
| **INFORMATION:**  Default   1. Mini-basket prominence |

**TARGETING**

|  |
| --- |
| **DOMAINS:**   * <http://www.penhaligons.com> |

|  |
| --- |
| **URL(s):**  https://www.penhaligons.com |

|  |  |
| --- | --- |
| **DEVICES:**   * Desktop | **BROWSERS:**   * Chrome 45+ * FireFox 45+ * E9+ * Safari |

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| --- |
| **OTHER:**  N/A |

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**METRICS**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **TYPE** | **DESCRIPTION** | **STATUS** |
| 1. Revenue | Primary | Revenue |  |
| 1. Complete purchase | KPI | Successful purchases |  |
| 1. Step 0: Basket Page | Pageview | Users landing on the basket page |  |
| 1. Step 1: Login/Register page (mobile) | Pageview | Users landing on the login/ register page |  |
| 1. Step 3: Delivery Options (mobile) | Pageview | User Landing on the delivery options page |  |
| 1. Step 3: Payment Page - Credit Card | Pageview | Users landing on the credit card payment page |  |
| 1. Step 4: Payment | Pageview | Users landing on the payment page |  |
| 1. Step 5: Confirmation (mobile) | Pageview | Successful purchases |  |
| 1. Clicks on view bag | Clicks | Users clicking on view bag CTA |  |
| 1. Clicks on proceed to checkout | Clicks | Users clicking on proceed to checkout CTA |  |

**ATTRIBUTES**

|  |  |  |
| --- | --- | --- |
| **SEGMENT** | **DESCRIPTION** | **STATUS** |
| Device: Desktop | - |  |

\* Attributes are utilised to segment results’ data

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**INTEGRATIONS**

|  |  |
| --- | --- |
| **TOOL** | **SLOT / TAG INFORMATION** |
| GA Universal | Slot 3 |
| HotJar |  |
| **NOTES:**  None | |

**DEFAULT**

|  |  |
| --- | --- |
| **DESKTOP:** |  |

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

|  |  |
| --- | --- |
| **DESKTOP:** |  |

**DESIGN CHANGES**

* Proceed to check out CTA colour change.
* Price of product placed at the top with a bigger font.
* Name of produce in bold
* Bottle size paced under product name

**CONSIDERATIONS**

When a user adds an item to their bag the mini-basket should dropdown. Highlighting that the item has been successfully added.

**QA: VARIATION 1**

**USER STORY:**

n/a

**QA SCRIPT**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |

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**QA: VARIATION 2**

**USER STORY:**

n/a

**QA SCRIPT**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| Element name |  |  |  |  |  |  |  |  |  |  |  |
| [WWW.URL.COM](http://WWW.URL.COM) | | | | | | | | | | | |
| Element name |  |  |  |  |  |  |  |  |  |  |  |

**SOW**

|  |  |  |  |
| --- | --- | --- | --- |
| **DESIGN:** |  | **ESTIMATED HOURS:** | 3-5 |
| **TEST PLAN:** |  | **ESTIMATED HOURS:** | 2 |
| **DEVELOPMENT:** |  | **ESTIMATED HOURS:** | 7-10 |
| **QA:** |  | **ESTIMATED HOURS:** | 4 |
| **ANALYSIS:** |  | **ESTIMATED HOURS:** | 2 |
| **DEBRIEF:** |  | **ESTIMATED HOURS:** | 1 |
|  | | **TOTAL:** |  |

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**DELIVERABLES**

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| --- | --- | --- | --- |
| **DELIVERABLE** | **SCHEDULLED** | **DELIVERED** | **LINK / NOTES** |
| Designs |  |  |  |
| Test Plan |  |  |  |
| 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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