

QUIDCO

RETAIL PAGE OFFERS PROMINENCE

TEST PLAN #QUI_10374

My Notes:

From hypothesis, I gathered that I only have to move the offers grid up, its content generated dynamically, and that online rates, drop down below as a result.

No Integrations

NOT CLEAR TO ME:

(Design Changes)
Move "X Online Rates" text with online rates list.

(Segmentation)
Whether there's something I need to implement at my end or strictly part of a marketing strategy/ data targeting campaign.

Check with Nelson:

- To the right of Hero, last CTA says 'Remove from Favorites', while in the design says only favorites
- Some online rates have expiration notices in website.
- Boxes offers content are different than on design.
- Number of boxes offers is 7 in website and 6 in design
- 'Check out these offers' to the right of boxes has been removed
- Last Box (out of 6) in Design seems to be a new box content.

Even though i'm only doing the 'box' section, do check:

- Footer looks completely different than my design.
 - all categories have been re-shuffled and
 - footer social icons are now 3 in total instead of the 4 currently shown on site.

BACKGROUND

EVIDENCE:

Usability testing findings:

10.1 Number of cashback offers is too high [Significant]

On the Deal Information page, for some retailers, the number of options were overwhelming. After selecting a brand, participants then had to find a deal relevant to them from the list of offers.

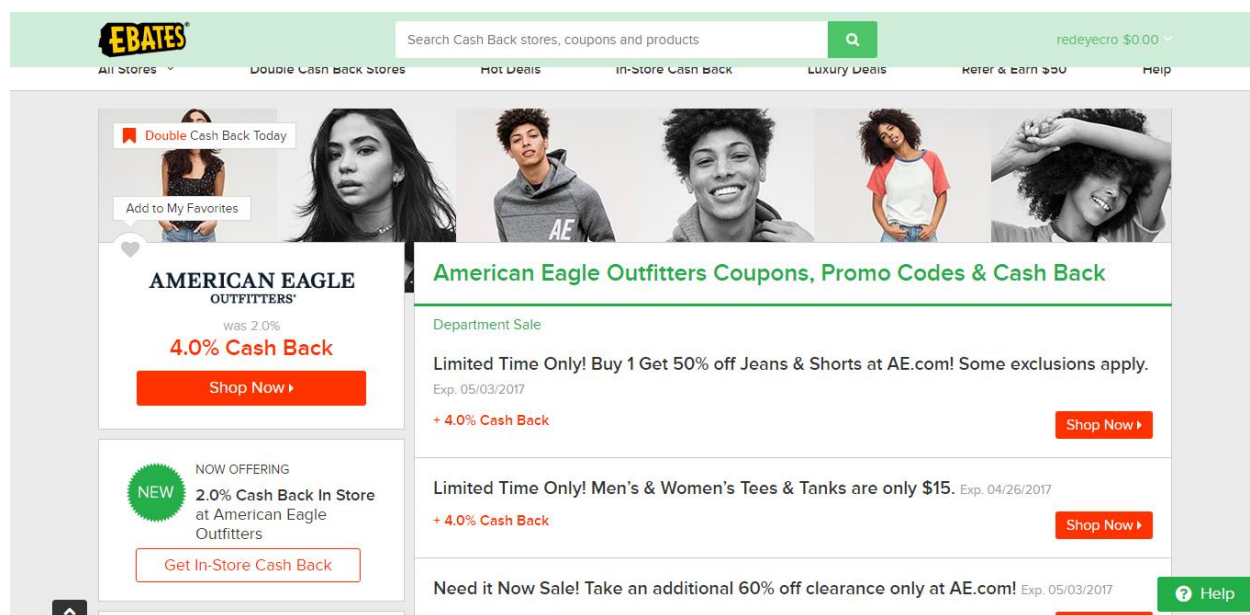
"I've had to read through 7 online rates. It should popup 'this is the best rate' or take me there and then it gives me the best rate anyway. Rather than me picking which one. Do you not feel like it's trying to catch you out a little bit?" [Participant 3]

10.5 Deals were too far down the page [Minor]

Once a participant selected a deal, it was not clear where the deals were on the Deal Information page. None of the rates for that retailer were displayed at first glance. Participants had to scroll to find the deals they had already selected. This increased the time it took to go to the deal they wanted.

"You kind of expect to see more information about the offer in this area, instead of down here in no man's land." [Participant 1]

Competitor benchmarking:



PAGE(s):

- Retail pages

Voucher codes and cashback for retailer in one place and within eye sight

MUV:

1,700,836

TEST TYPE:

A/B

OBJECTIVE

From hypothesis, I gathered that I only have to move the offers grid up, its content generated dynamically, and that online rates, drop down below as a result.

HYPHOTHESIS:

Moving the offers grid up the page to sit above the fold will encourage further engagement with both the offers grid and online rates list because it enables users to view offers at first glance.

TEST GOAL:

Increase the number of clicks to the retailer

KSM(s):

- ✓ Clicks to retailer website
-

VARIANTS

INFORMATION:

Default

Variation #1 Prominent offers page

TARGETING

DOMAINS:

- www.quidco.com

URL(s):

<https://www.quidco.com/very/>
<https://www.quidco.com/argos>
<https://www.quidco.com/currys/>
<https://www.quidco.com/lastminute-com>
<https://www.quidco.com/ao-com>
<https://www.quidco.com/marks-spencer>
<https://www.quidco.com/sky-digital-tv-and-broadband>
<https://www.quidco.com/boots>
<https://www.quidco.com/debenhams>
<https://www.quidco.com/house-of-fraser>

DEVICES:

- ✓ Desktop
- ✓ Tablet
- ✓ Mobile

BROWSERS:

- ✓ Chrome 45+
- ✓ Firefox 45+
- ✓ IE9+

OTHER:

- Logged in users only

METRICS

NAME	TYPE	DESCRIPTION	STATUS
1. Logged in: Retailer click throughs	Primary	Track clicks to retailer website	
2. Logged in: Retailer page: Online rates list	Click	Track overall clicks to the Online rates list	
3. Logged in: Retailer page: Offers grid	Click	Track overall clicks to the Offers grid	
4. Logged in: Retailer page: Top Retail CTA	Click	Track clicks to the 'Shop Now' CTA besides the retailer image	
5. Logged in: Retailer page: Similar retailers	Click	Track clicks to the 'Similar retailers' section	

ATTRIBUTES

Segmentation seems to me like a marketing tool, whether I need to do some sort of implementation at my end, will need to ask.

SEGMENT	DESCRIPTION	STATUS
Device: Desktop	Users using Desktop	
Device: Tablet	Users using Tablet	
Device: Mobile	Users using Mobile	
URL: users visited /very/	Users visiting https://www.quidco.com/very/	
URL: users visited /argos/	Users visiting https://www.quidco.com/argos	
URL: users visited /currys/	Users visiting https://www.quidco.com/currys/	
URL: users visited /lastminute.com/	Users visiting https://www.quidco.com/lastminute-com	
URL: users visited /ao.com/	Users visiting https://www.quidco.com/ao-com	
URL: users visited /marks-spencer/	Users visiting https://www.quidco.com/marks-spencer	
URL: users visited /sky-digital-upgrades-tv-and-broadband/	Users visiting https://www.quidco.com/sky-digital-tv-and-broadband	
URL: users visited /boots/	Users visiting https://www.quidco.com/boots	
URL: users visited /debenhams /	Users visiting https://www.quidco.com/debenhams	
URL: users visited /house-of-fraser/	Users visiting https://www.quidco.com/house-of-fraser	

* Attributes are utilised to segment results' data

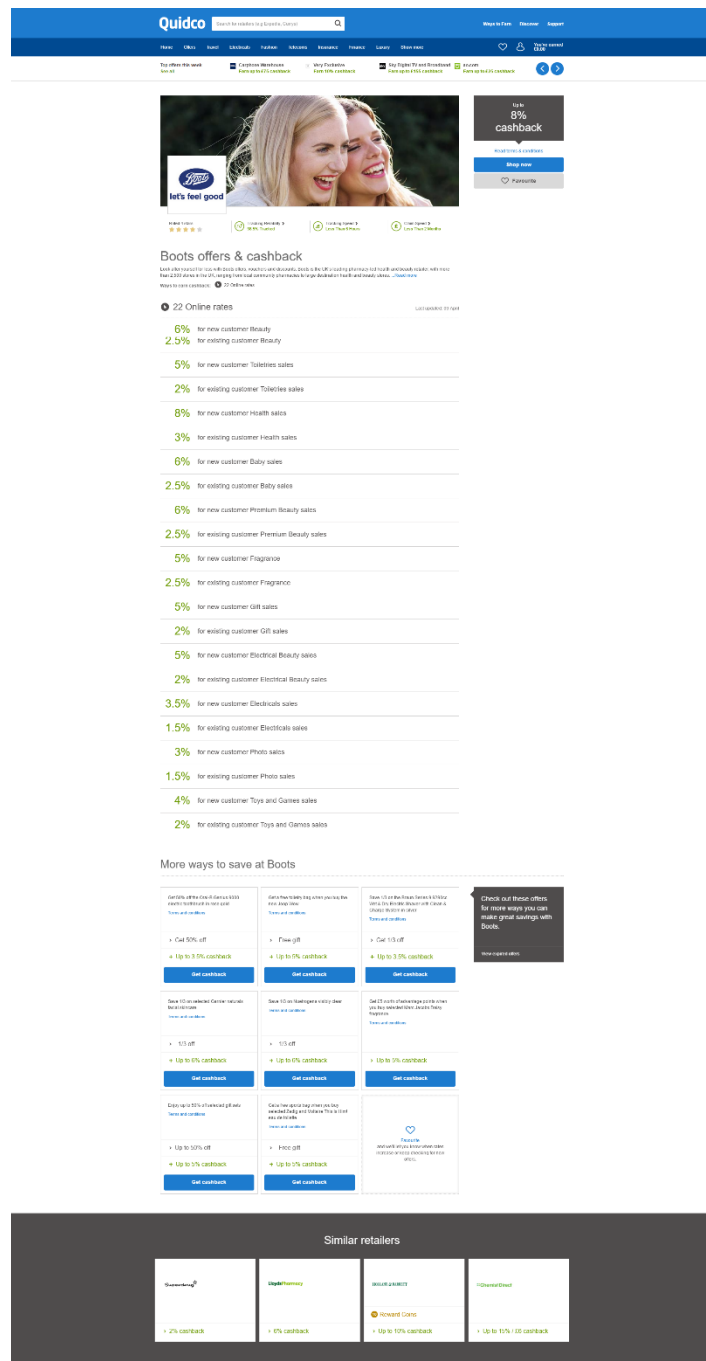
INTEGRATIONS

TOOL	SLOT / TAG INFORMATION
GA Universal	-
HotJar	-

NOTES:

No integrations

DEFAULT DESKTOP:



MOBILE:



DESIGN CHANGES

n/a

CONSIDERATIONS

n/a

Check with Nelson:

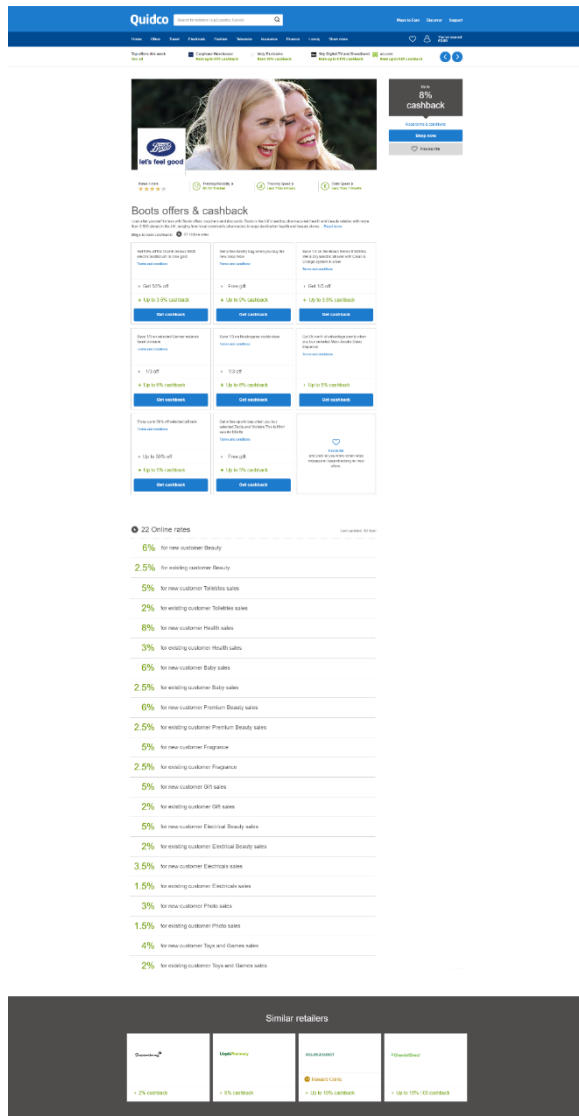
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VARIATION #1

DESKTOP:



MOBILE:



DESIGN CHANGES

- Swap position of online rates list and offers grid
- Move 'X Online Rates' text with online rates list «— this here, I'm not really sure.
- Remove 'More ways to save' text

CONSIDERATIONS

- Desktop - CTAs appear when user hovers over an offer on the online rates list (as it works in control)

QA: VARIATION 1

USER STORY:
QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
www.quidco.com											

SOW

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

DELIVERABLES

DELIVERABLE	SCHEDULED	DELIVERED	LINK / NOTES
Designs	07/04/2017	18/04/2017	-
Test Plan	21/04/2017	25/04/2017	-
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

RedEye

Thank You

For further information or to ask any questions, please contact:

Angeli Mehta, CRO Consultant

Email: Angeli.Mehta@RedEye.com

Phone: 020 7730 9958

www.redeye.com

RedEye London

35-38 New Bridge,
London, EC4V 6BW
Tel: +44 (0) 207 730 9958

RedEye Milton Keynes

38 Shenley Pavilions,
Chalkdell Drive, Milton Keynes,
Bucks, MK5 6LB
Tel: +44 (0) 1908 340 990

RedEye Crewe

Oak House, Crewe Hall Farm,
Crewe, Cheshire, CW1 5UE
Tel: +44 (0) 1270 848 490