

[LANDS END]

[TEST 02 – BASKET PAGE USPS]

TEST PLAN

BACKGROUND

EVIDENCE:

The basket page is an important step in the conversion journey contributing highly purchase revenue
45% of users are lost on the basket page

PAGE(s):

- <http://www.landsend.co.uk/Cart?>

Monthly Unique Visitors:

28,750

TEST TYPE:

A/B/C

OBJECTIVE

HYPOTHESIS:

Adding purchase incentives USPs to the basket page will give users confidence at a vital step in the journey to continue with their purchase increasing conversion

TEST GOAL:

Increasing conversion rate and revenue. Conversion through basket.

KSM(s):

- ✓ Sales
- ✓ Revenue

VARIANTS

INFORMATION:

Default

1. Sticky navigation
2. Horizontal USPs
3. Vertical USPs

TARGETING

DOMAINS:

- <http://www.landsend.co.uk/>

URL(s):

<http://www.landsend.co.uk/Cart?> (simple match)

DEVICES:

- ✓ Desktop

BROWSERS:

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

OTHER:

METRICS

NAME	TYPE	DESCRIPTION	STATUS
1. Conversions	Primary	Confirmation page	
2. Revenue	Revenue	Total Revenue	
3. Funnel Steps	Pageview Goals	Number of users reaching step 1	
4. Step 2 Delivery	Pageview	Users reaching delivery step	
5. Step 3 Order	Pageview	Users reaching order step	
6. Step 4 Summary	Pageview	Users reaching summary step	
7. Login Page	Pageview	https://www.landsend.co.uk/Cart?dwcont	
8. Users Checking out as guest	Click	Number of users reaching step 3	
9. Basket Page – Checkout CTA	Click	Number of users reaching step 4	
10. Basket Page QTY Interactions	Click	Users amending quantity of products	
11. FAQ block interactions	Click	http://www.landsend.co.uk/Ordering/co/mobile-cs-faq.html	
12. Our story block interactions	Click	http://www.landsend.co.uk/Our_Heritage/co/heritage-lp.html	
13. Contact us block interaction	Click	https://www.landsend.co.uk/ContactUs	
14. Users entering a promotional code	Click	Promotional code dropdown	
15. Edit product link	Click	Users editing the product in basket	
16. Remove product link	click	Users removing the product on basket	

ATTRIBUTES

SEGMENT	DESCRIPTION	STATUS
Device: Desktop	-	

* Attributes are utilised to segment results' data

INTEGRATIONS

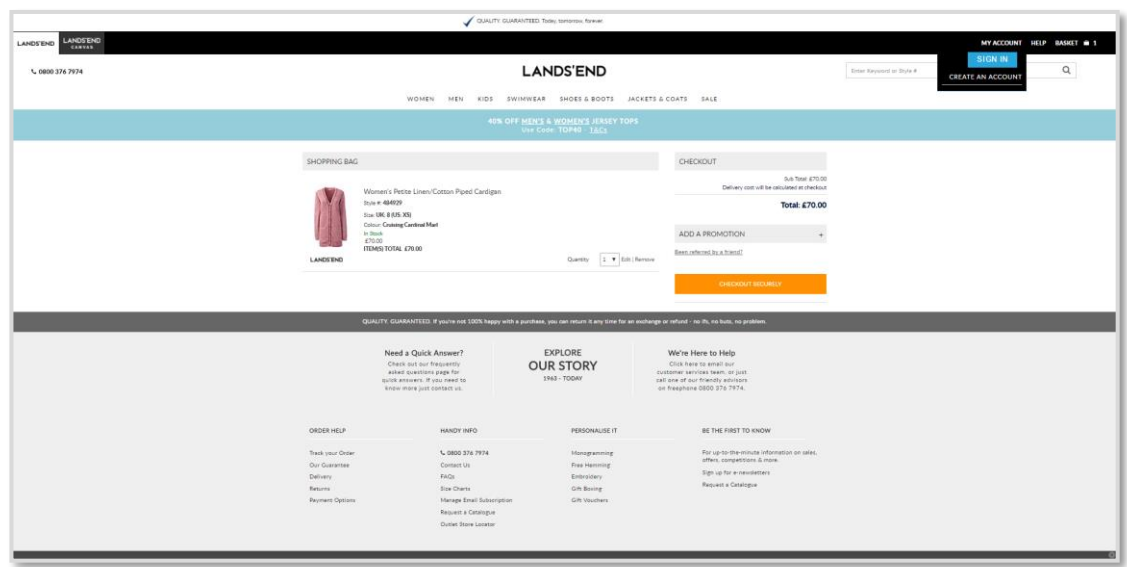
TOOL	SLOT / TAG INFORMATION
Adobe Site cat	TBC
SessionCam	TBC

NOTES:

N/A

DEFAULT

DESKTOP:

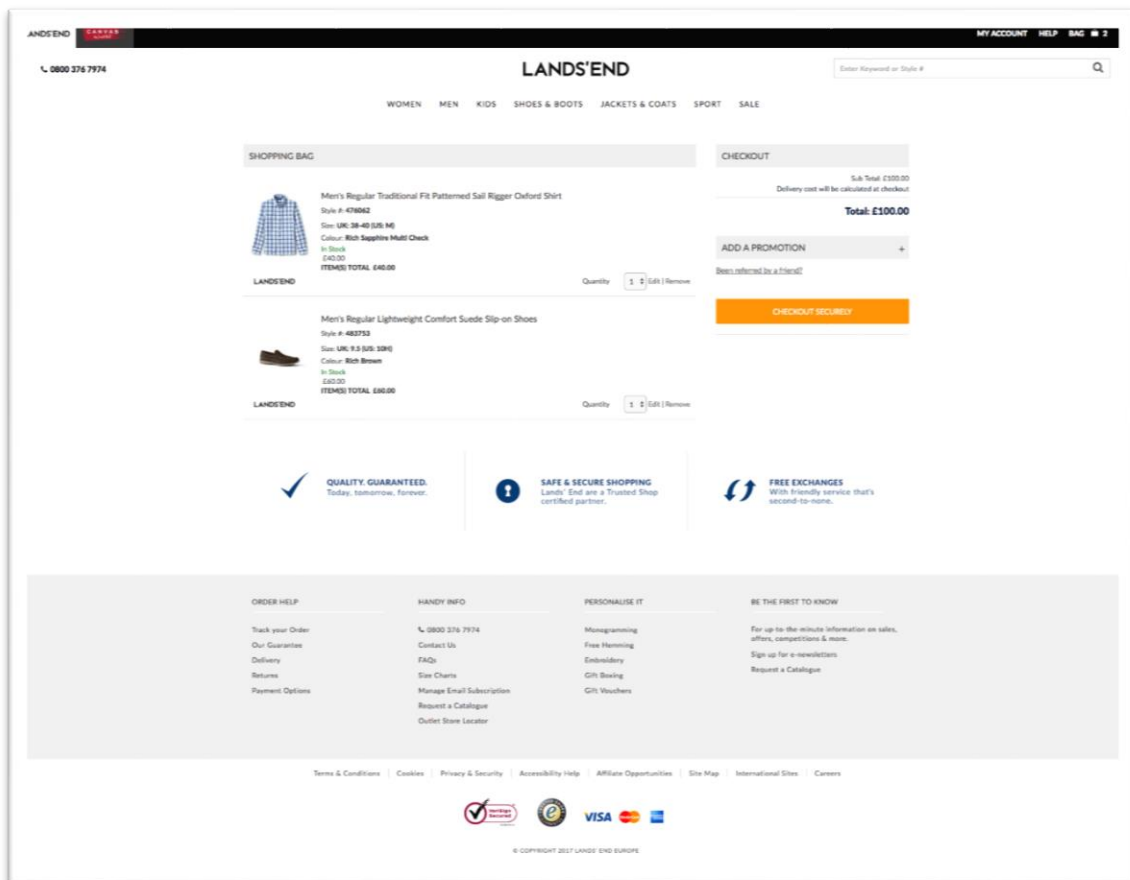


DESIGN CHANGES
n/a

CONSIDERATIONS
n/a

VARIATION 1

DESKTOP:



DESIGN CHANGES

Removed the additional links appearing above the footer linking users to the FAQ page and contact us.

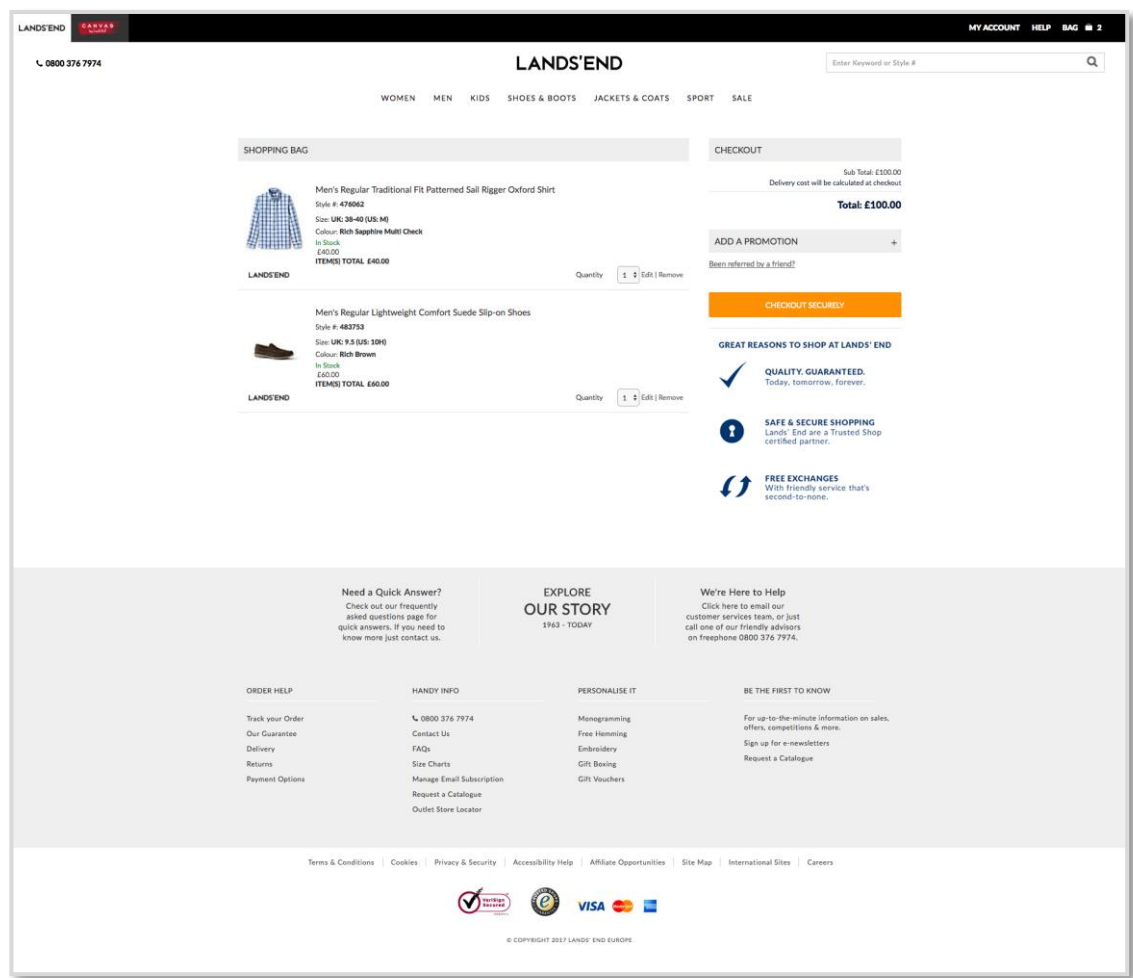
Added USP banner below basket summary.

CONSIDERATIONS

n/a

VARIATION 2

DESKTOP:



DESIGN CHANGES

Added USPs in a vertical list view below the “Checkout Securely” CTA.

CONSIDERATIONS

n/a

QA: VARIATION 1

USER STORY:

User will able to review basket and edit their basket. User should be allowed to change the quantity, Edit the item, Product pop should allow them to change size and colour. User should be able to add promo codes, engages with footer and continue to the checkout funnel.

QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
WWW.LANDSEND.CO.UK/CART											
Navigation								N/A	N/A	N/A	N/A
Quantity								N/A	N/A	N/A	N/A
Edit/Remove								N/A	N/A	N/A	N/A
Checkout Securely								N/A	N/A	N/A	N/A
Add Promotion								N/A	N/A	N/A	N/A
Been referred by a friend								N/A	N/A	N/A	N/A

QA: VARIATION 2

USER STORY:

User will able to review basket and edit their basket. User should be allowed to change the quantity, Edit the item, Product pop should allow them to change size and colour. User should be able to add promo codes, engages with footer and continue to the checkout funnel.

QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
WWW.LANDSEND.CO.UK/CART											
Navigation								N/A	N/A	N/A	N/A
Quantity								N/A	N/A	N/A	N/A
Edit/Remove								N/A	N/A	N/A	N/A
Checkout Securely								N/A	N/A	N/A	N/A
Add Promotion								N/A	N/A	N/A	N/A
Been referred by a friend								N/A	N/A	N/A	N/A

SOW

DESIGN:		ESTIMATED HOURS:	1
TEST PLAN:		ESTIMATED HOURS:	2
DEVELOPMENT:		ESTIMATED HOURS:	5-8
QA:		ESTIMATED HOURS:	5
ANALYSIS:		ESTIMATED HOURS:	2
DEBRIEF:		ESTIMATED HOURS:	1
		TOTAL:	16-19

DELIVERABLES

DELIVERABLE	SCHEDULED	DELIVERED	LINK / NOTES
Designs	19-Apr-2017	19-Apr-2017	
Test Plan	26-Apr-2017	25-04-2017	
Preview links	05-May-2017	TBC	If test plan is approved by 28/04/2017
Experiment Launch	08-May-2017	TBC	
Debrief Call	W/C 22 May	TBC	

NOTES:

Preview link:

QA Videos: TBC

Results link: TBC

RedEye

Thank You

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

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