

QUIDCO

RETAIL PAGE OFFERS PROMINENCE

TEST PLAN #QUI_10374

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.

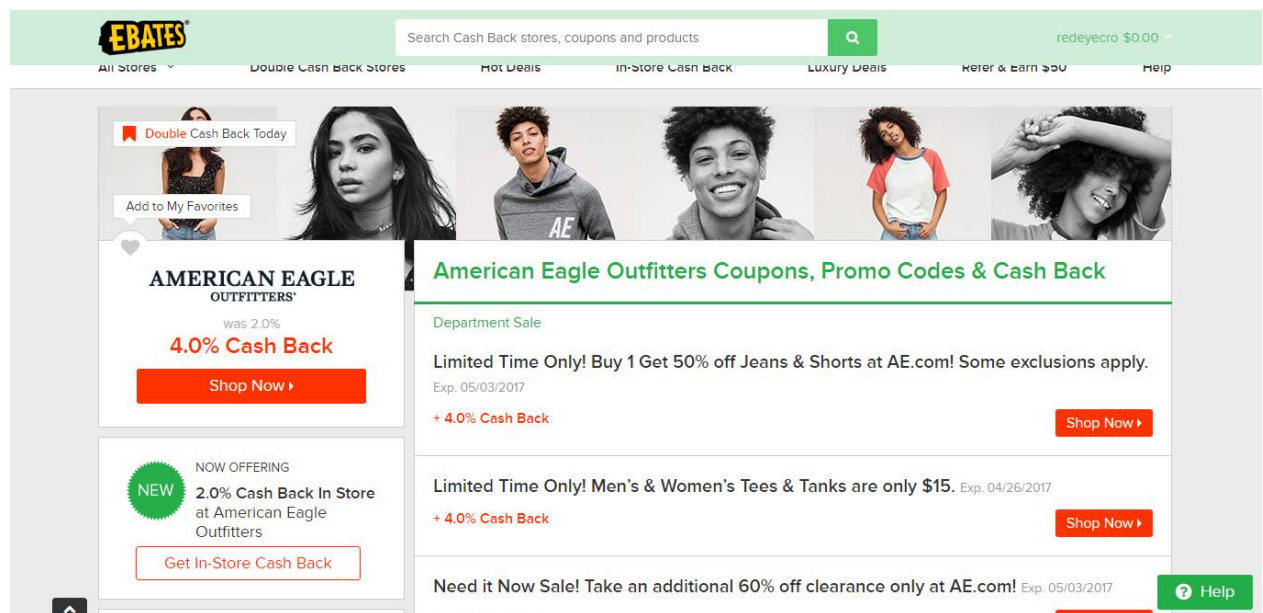
"I've had to read through 7 online rates. It should popup 'this is the best rate' or take me there and then it gives me the best rate anyway. Rather than me picking which one. Do you not feel like it's trying to catch you out a little bit?" [Participant 3]

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

MUV:

1,700,836

TEST TYPE:

A/B

OBJECTIVE

HYPOTHESIS:

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

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	-

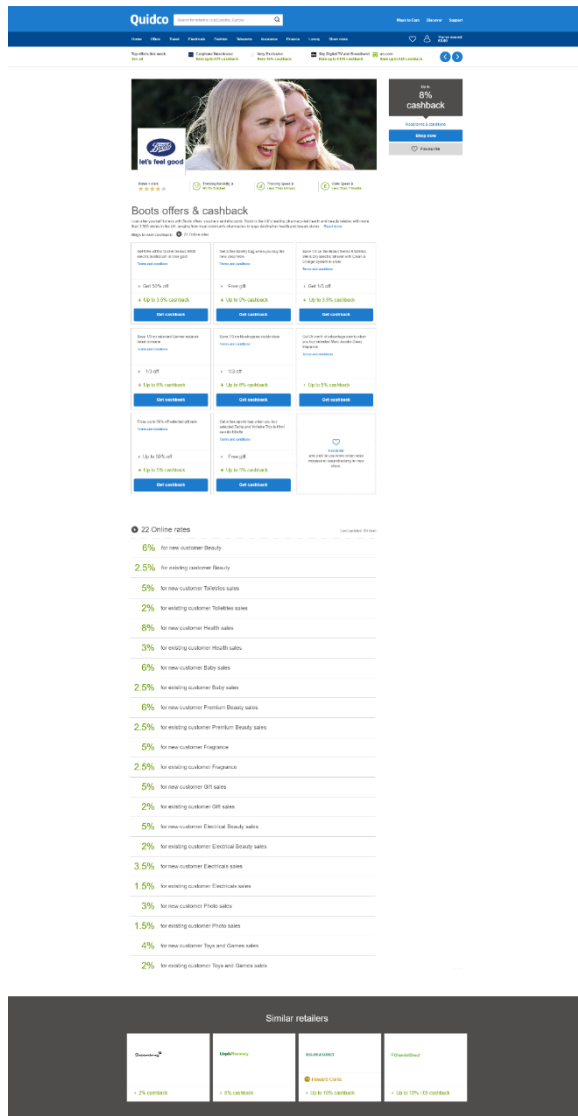
NOTES:

[illegible][illegible]

n/a

VARIATION #1

DESKTOP:



MOBILE:



DESIGN CHANGES

- Swap position of online rates list and offers grid
- Move 'X Online Rates' text with online rates list
- 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

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