****

**[LANDS END]**

**[TEST 02 – BASKET PAGE USPS]**

**TEST PLAN**

**BACKGROUND**

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| **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 |

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| **PAGE(s):**   * http://www.landsend.co.uk/Cart? |

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| --- | --- | --- | --- |
| **Monthly Unique Visitors:**  28,750 |  | **TEST TYPE:**  A/B/C |  |

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**OBJECTIVE**

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| **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 |

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| **TEST GOAL:**  Increasing conversion rate and revenue. Conversion through basket. |

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

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**VARIANTS**

|  |
| --- |
| **INFORMATION:**  Default   1. Sticky navigation 2. Horizontal USPs 3. Vertical USPs |

**TARGETING**

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

|  |
| --- |
| **URL(s):**  http://www.landsend.co.uk/Cart? (simple match) |

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| --- | --- |
| **DEVICES:**   * Desktop | **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. Conversions | Primary | Confirmation page |  |
| 1. Revenue | Revenue | Total Revenue |  |
| 1. Funnel Steps | Pageview Goals | Number of users reaching step 1 |  |
| 1. Step 2 Delivery | Pageview | Users reaching delivery step |  |
| 1. Step 3 Order | Pageview | Users reaching order step |  |
| 1. Step 4 Summary | Pageview | Users reaching summary step |  |
| 1. Login Page | Pageview | https://www.landsend.co.uk/Cart?dwcont |  |
| 1. Users Checking out as guest | Click | Number of users reaching step 3 |  |
| 1. Basket Page – Checkout CTA | Click | Number of users reaching step 4 |  |
| 1. Basket Page QTY Interactions | Click | Users amending quantity of products |  |
| 1. FAQ block interactions | Click | http://www.landsend.co.uk/Ordering/co/mobile-cs-faq.html |  |
| 1. Our story block interactions | Click | http://www.landsend.co.uk/Our\_Heritage/co/heritage-lp.html |  |
| 1. Contact us block interaction | Click | https://www.landsend.co.uk/ContactUs |  |
| 1. Users entering a promotional code | Click | Promotional code dropdown |  |
| 1. Edit product link | Click | Users editing the product in basket |  |
| 1. Remove product link | click | Users removing the product on basket |  |

**ATTRIBUTES**

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

\* Attributes are utilised to segment results’ data

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**INTEGRATIONS**

|  |  |
| --- | --- |
| **TOOL** | **SLOT / TAG INFORMATION** |
| Adobe Site cat | TBC |
| SessionCam | TBC |
| **NOTES:**  N/A | |

**DEFAULT**

|  |  |
| --- | --- |
| **DESKTOP:**    \\londonfs\dfsroot\Londonfs\Common\ODriveTransTranche1\Clients_Active\Lands' End\02. CRO\03. MVT\02. 10285 -  Basket Page USPs\02. Variations\Control.png |  |

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

|  |  |
| --- | --- |
| **DESKTOP:**    C:\Users\a.smith\Downloads\Basket Page USPs v2.png |  |

**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:**    C:\Users\a.smith\Downloads\Basket Page USPs v1 (1).png |  |

**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**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.LANDSEND.CO.UK/CART](http://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 |

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**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**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [WWW.LANDSEND.CO.UK/CART](http://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 |

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**DELIVERABLES**

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| **DELIVERABLE** | **SCHEDULLED** | **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



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**Thank You**

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

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