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**QUIDCO**

**RETAIL PAGE OFFERS PROMINENCE**

**TEST PLAN #QUI\_10374**

**BACKGROUND**

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| **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: |

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| **PAGE(s):**   * Retail pages |

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| **MUV:**  1,700,836 |  | **TEST TYPE:**  A/B |  |

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**OBJECTIVE**

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| **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. |

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| **TEST GOAL:**  Increase the number of clicks to the retailer |

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| **KSM(s):**   * Clicks to retailer website |

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**VARIANTS**

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| **INFORMATION:**  Default  Variation #1 Prominent offers page |

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**TARGETING**

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| **DOMAINS:**   * www.quidco.com |

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| **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> |

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| **DEVICES:**   * Desktop * Tablet * Mobile | **BROWSERS:**   * Chrome 45+ * Firefox 45+ * IE9+ |

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| **OTHER:**   * Logged in users only |

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**METRICS**

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

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**ATTRIBUTES**

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| --- | --- | --- |
| **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

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**INTEGRATIONS**

|  |  |
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| **TOOL** | **SLOT / TAG INFORMATION** |
| GA Universal | - |
| HotJar | - |
| **NOTES:** | |

**DEFAULT**

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| --- | --- |
| **DESKTOP:** | **MOBILE:**  C:\Users\Angeli\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Control Mobile.png |

**DESIGN CHANGES**

n/a

**CONSIDERATIONS**

n/a

**VARIATION #1**

|  |  |  |
| --- | --- | --- |
| **DESKTOP:**  C:\Users\Angeli\AppData\Local\Microsoft\Windows\INetCache\Content.Word\V1 Desktop.png |  | **MOBILE:**  C:\Users\Angeli\AppData\Local\Microsoft\Windows\INetCache\Content.Word\V1 Mobile.png |

**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**

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|  | **DESKTOP** | | | | | | | **TABLET** | | **MOBILE** | |
| **INTERACTION** | **IE9** | **IE10** | **IE11** | **EDGE** | **CHM** | **SF** | **FF** | **iPad** | **Other** | **iPhone** | **Other** |
| [www.quidco.com](http://www.quidco.com) | | | | | | | | | | | |
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**SOW**

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

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**DELIVERABLES**

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



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**Thank You**

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