



SALLY.

Bundle Promotions on Web PDPs

Discovery & Redesign

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Current Bundle Experience:

\$15.99 bondbar Hair Color Bundle
Buy ONE bondbar Hair Color plus these 3 accessories for \$15.99

Item	Description	Price	Action
bondbar	20V Crème Developer	\$6.99	Add
Salon Care	Hair Color Mixing Bowl in Black	\$3.79	Add
Salon Care	Extra Wide Jumbo Tint Brush	\$1.99	Add

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IN JUST ONE USE, our repair system for all hair types strengthens & repairs highly damaged hair [Learn More](#)

bondbar
Bonding Permanent Crème Hair Color
Item #HD8R14
\$12.99
\$15.99 bondbar Bundle [View Details](#)

★★★☆☆ (123)

Search or Select for a Color:

This item earns at least 130 points! [See details](#)

Klarna 4 interest-free payments. Available for orders above \$35. [Learn More](#)

PayPal Pay in 4 interest-free payments on purchases of \$30-\$1,500. [Learn More](#)

SHARE THIS FIND

\$15.99 bondbar Hair Color Bundle
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User Testing - PDP Optimization

Users struggled to make the connection between the bundle promotion and redeeming it using the bundles carousel.

Only one user expressed a clear understanding of the bundles carousel. 4 out of 5 users were not able to confidently answer the test question.

2 out of 5 users incorrectly assumed that there was no way to redeem the bundle promotion while on the PDP.

“I think the bundle promotion could be easier to understand. Like there could be like step one, add your color to your cart and then step two, add the bundle or something like that. Maybe if it walked you through what to do. Maybe it could show you all the different options that are included, that could be helpful.”

“So even though I already understood that this hair color is included in a discount and a bundle, having more details explained in a small font over here [in the tooltip] is very helpful.”

“What would I do to redeem the bundle? I guess go to the promotions area and redeem it?”

“I would probably go to the promo code section in checkout and I would expect the promo code to automatically pop up, assuming that I have the right products in my bag.”

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Redesigned Carousel:

Bundle and Save

Buy one bondbar hair color plus these 3 accessories for \$15.99 (a \$25.76 value!)

Subtotal: \$25.76 \$15.99

Add 4 Items to Bag



BONDBAR

Bonding Permanent Crème Hair Color

\$12.99 Value

Select Color (34)



BONDBAR

20 Volume Crème Developer

\$6.99 Value

Include this item



SALON CARE

Hair Color Mixing Bowl in Black

\$3.79 Value

Include this item



SALON CARE

Extra Wide Jumbo Color Mixing Brush

\$1.99 Value

Include this item

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When a color selection is necessary, use quick view popup modal:

This Item



BONDBAR
Bonding Permanent Crème Hair Color
\$12.99 Value

Select Color (34)



[View Full Details](#)

AGEBEAUTIFUL

5RC Light Copper Brown Permanent Bonding Hair Color

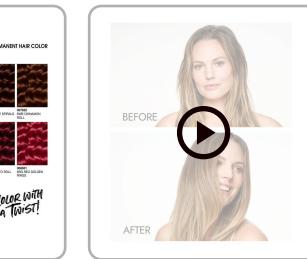
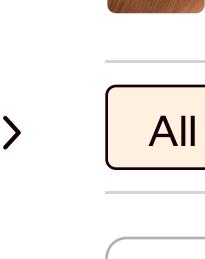
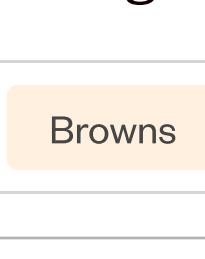
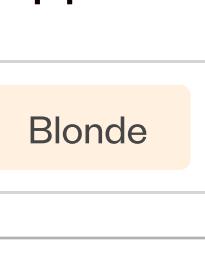
1OZ | Item SBS-008809

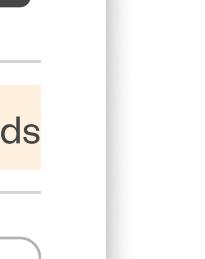
\$12.99

 (123) [Q&A](#)

\$15.99 Bondbar Hair Color Bundle 





 5RC Light Copper... [List](#) [Grid](#)

[All](#) [Browns](#) [Blonde](#) [Greys](#) [Reds](#)

Search by Color Name



 **1** 

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Carousel once user selects color:

Bundle and Save

Buy one bondbar hair color plus these 3 accessories for \$15.99 (a \$25.76 value!)

Subtotal: ~~\$25.76~~ \$15.99

Add 4 Items to Bag



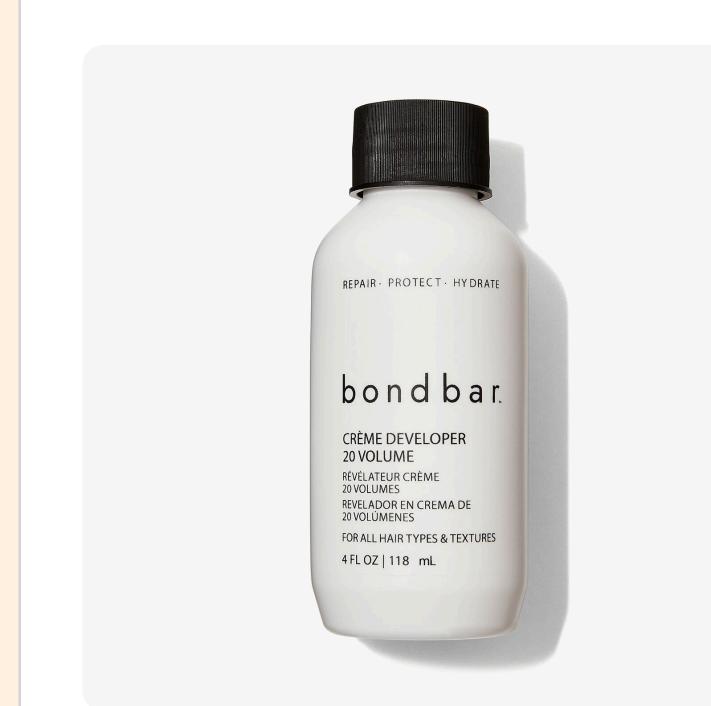
BONDBAR

5RC Light Copper Brown Bonding Permanent Crème Hair Color

\$12.99 Value

Include this item

+

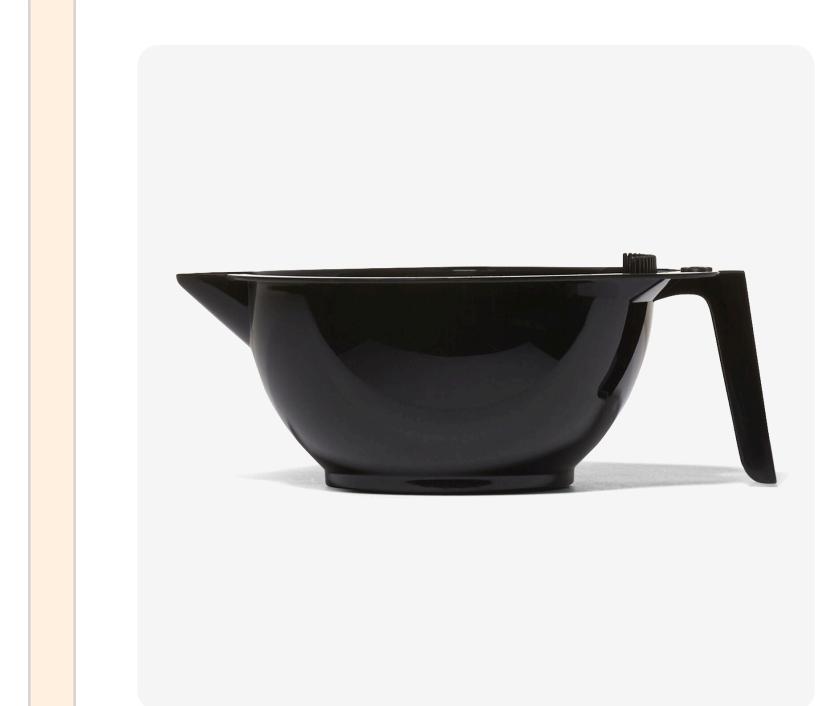


BONDBAR

20 Volume Crème Developer

\$6.99 Value

Include this item



SALON CARE

Hair Color Mixing Bowl in Black

\$3.79 Value

Include this item



SALON CARE

Extra Wide Jumbo Color Mixing Brush

\$1.99 Value

Include this item

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Unhappy Path: Users tries to add all 4 items without selecting a hair color

Bundle and Save

Buy one bondbar hair color plus these 3 accessories for \$15.99 (a \$25.76 value!)

Subtotal: \$25.76 \$15.99

Add 4 Items to Cart

This Item

BONDBAR

Bonding Permanent Crème Hair Color

\$12.99 Value

Select Color (34)

+

Don't Forget!

Make sure you select a bondbar hair color to get the full discount.

Select a Color

Only add checked items

BONDBAR

20 Volume Crème Developer

\$6.99 Value

Include this item

Hair Color Mixing Bowl in Black

\$3.79 Value

Include this item

SALON CARE

Extra Wide Jumbo Color Mixing Brush

\$1.99 Value

Include this item

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Redesigned Carousel: Version for simpler bundles

Bundle and Save

Get these 3 Eva NYC hair care products for only \$35.99 (a \$50 value!)

Subtotal: \$50.00 \$35.99

Add 3 Items to Bag



EVA NYC

Mane Magic 10-in-1 Shampoo 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Mane Magic 10-in-1 Conditioner 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Therapy Session Hair Mask 16.9 oz

\$19.99 Value

Include this item

SALLY.

Simpler Bundle: User deselects one or more items

Bundle and Save

Get these 3 Eva NYC hair care products for only \$35.99 (a \$50 value!)

Subtotal: \$29.99

Add 2 Items to Bag



EVA NYC

Mane Magic 10-in-1 Shampoo 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Mane Magic 10-in-1 Conditioner 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Therapy Session Hair Mask 16.9 oz

\$19.99 Value

Include this item

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Simpler Bundle: User deselects all the items

Bundle and Save

Get these 3 Eva NYC hair care products for only \$35.99 (a \$50 value!)

Select an Item



EVA NYC

Mane Magic 10-in-1 Shampoo 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Mane Magic 10-in-1 Conditioner 8.8 oz

\$14.99 Value

Include this item



EVA NYC

Therapy Session Hair Mask 16.9 oz

\$19.99 Value

Include this item



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Questions for Stakeholders:

- What are all the possible scenarios/types for bundle promos?
 - Simple bundle, no selections needed
 - Bundle where user has to choose a variant of one or more of the products
 - Is there ever a customizable “build your own bundle” scenario?
- Where are bundles usually displayed? Only on the PDP of a “main” item, or on the PDP of every item included in the bundle?
- Does anything happen if the user already has at least one of the bundle items already added to bag (messaging, leaving it out of the carousel, etc.)?
- Do we want something like this to function outside of PDPs, such as on the homepage or on a category landing page?

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Thank You!

Kat Walker / **UX Designer**

UX RESEARCH