



Nature's Best

Test Plan – PDP: Desktop: Above the fold

Hayley Roome

02/02/2022

Name	Version	Changes
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Hayley Roome	1	Document created
Hayley Roome	1	Results added

Test Background

Evidence

Radio selections and amount dropdowns are harder to interact with especially on mobile causing friction and user error. Also, earlier testing showed that users weren't aware of free delivery messaging when reviewing product pages.

Hypothesis

Through redesigning key conversion elements within the product page to be more user friendly, add to basket will increase as well as overall site conversion.

Test Goal

Increase ATB

Increase conversion

New user conversion

Targeting

Name	Description	Example URLs
Product detail pages	All PDPs across the site	https://www.naturesbest.co.uk/vitamins/vitamins/vitamin-d3-1000iu/

Audiences

Devices

Desktop only

Other

Exclude internal IPs

Scenarios & Considerations

Scenarios

- There will be product pages where there will be two size options and others when there might be 4 options to select, this depends on the type of product the user will land on – not specific to category or product type

Considerations

- When a user is selecting a size, the whole area for that specific size must be clickable instead of just the small circle radio button

200 GRAMS
£14.25

200 GRAMS PLUS FOLIC ACID HALF PRICE
£17.25

400 GRAMS
£26.25

400 GRAMS PLUS FOLIC ACID HALF PRICE
£28.25

Variations

Control – Desktop

Variation 1 – Desktop (with stopper image)

NATURE'S BEST
Better for being UK-made

Call 01892 55 20 30 Sign In / Register | Favourites (1)

myo 0 Items, £0.00 Checkout

About Us Categories & Interests A-Z Multivitamins Vitamins Minerals Herbs & Spices Fish Oil & Omega 3s Glucosamine

Home / Shop By Interest / Young Women

Myo-Inositol Powder 200g, Fast Absorbing

200g powder, 1 x 4g-a-day, 2+ month's supply

★★★★★ (154) READ REVIEWS

- Highly absorbed powdered form
- Pleasant tasting
- 100% natural

Product ID: 678

- 200 GRAMS | £14.25
- 400 GRAMS IN 2 POTS | £28.50 £26.00
- 200 GRAMS PLUS FOLIC ACID HALF PRICE | £19.75**
- 400 GRAMS PLUS FOLIC ACID HALF PRICE | £31.50 £28.75

1 1 ADD TO BASKET

Purchase protected by Norton SHOPPING GUARANTEE

This item is in stock and will be despatched in 1 - 2 days.

FREE DELIVERY on UK orders over £15
Excludes Pharmacy Medicines (PMED) read more

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BUY 2 POTS, SAVE £3

Product ID: 645

- 200 GRAMS | £14.25
- 200 GRAMS PLUS FOLIC ACID HALF PRICE | £17.25
- 400 GRAMS | £26.25
- 400 GRAMS PLUS FOLIC ACID HALF PRICE | £28.25**

1 1 ADD TO BASKET

Purchase protected by Norton SHOPPING GUARANTEE

This item is in stock and will be despatched in 1 - 2 days.

FREE DELIVERY on UK orders over £5.90. [Read more...](#)

Variation 2 – Desktop (without stopper)


Supplements Sports

Call 01892 55 20 30 Sign In / Register | Favourites (1)

myo 0 Items, £0.00 Checkout

About Us Categories & Interests A-Z Multivitamins Vitamins Minerals Herbs & Spices Fish Oil & Omega 3s Glucosamine

Home / Shop By Interest / Young Women



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Product ID: 645

200 GRAMS £14.25

200 GRAMS PLUS FOLIC ACID HALF PRICE £17.25

400 GRAMS £26.25

400 GRAMS PLUS FOLIC ACID HALF PRICE £28.25

- 1 + **ADD TO BASKET**

Purchase protected by **Norton SHOPPING GUARANTEE**

This item is in stock and will be despatched in 1 - 2 days.

FREE DELIVERY on UK orders over £5.90 [Read more...](#)

Design changes

- Product imagery moved from the side of the main image to sit below
- Updated promo messaging styling and placement (if promo is live on the site)
- Layout of size selections
- Quantity dropdown updated to + or –
- Add to Wishlist placement
- Updated FREE delivery messaging

Design Link <https://www.figma.com/file/IYwAExC8KUzo8Z25sCYUsn/000677-NTB%3A-PDP-above-the-fold?node-id=0%3A1> With and without stopper image

Considerations

- Promo might not be present when test goes live

Metrics

Name	Description
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Add to Basket	Track clicks on Add to Basket
Transactions	Total transactions
Revenue	Description of what should be tracked

Segments

N/A

Integrations

Name	Values description
Google Analytics	

Results

Start Date	09/03/2022
End Date	06/04/2022
Duration	28 days
Control visitors	8,353
Variation 1 visitors	8,646
Variation 2 visitors	8,330
Test Result	Winner

Highlight

Variation 2 which is the variation without the stopper image seen an uplift of +2.9% in add to baskets an uplift of +2.13% in transactions a +2.36% uplift in average order value as well as a +2.08% uplift in overall revenue.

Insights

Overall page views increase within Variation 2

The primary metrics within this test were focused on ATB and site conversion but interestingly the updates to the PDP increased page views to category and product pages. V2 saw an uplift of +1.08% in category page views vs V1 +0.99%. PDP views saw an uplift of +3.87% within V2 vs control, showing the changes to the PDP have made the site stickier, and users are visiting more pages leading to an increase in session duration.

However, V1 saw a drop in PDP views of -2.97% vs control, this leads to question does the stopper image distract the user from their intended purchase or journey.

All users were more likely to add to basket within variation 2

Users were more likely to add to basket within Variation 2. We saw an uplift of +2.9% in ATB for V2 vs -0.44% for V1.

We split this down to look at the type of user to understand if there were differences in behaviour. For both new and returning users there was an uplift in add to basket within V2, a new user had an ATB of 14.85% within V2 +2.88% vs control, whilst returning users ATB rate was 10.14% within V2 +3.21% vs control.

However, variation 1 did perform better with returning users with an ATB rate of 10.31% +4.85% in ATB vs control but ATB for new users dropped by -4.03% vs control. This could suggest that returning users are more familiar with the stopper image and shows it could have a real impact on their purchasing decision, where a new user could find this distracting and therefore reducing ATB rate.

Transactions increased within V2

The strong uplift for V2 is also seen throughout the purchase funnel with transactions increasing within V2 by +2.13% vs control, however this didn't reach significance (due to traffic levels) but had a strong probability to beat control. V1 didn't see the same uplift with a drop of -0.63% in transactions vs control.

Revenue and AOV both increased

Revenue and AOV both increased within V2 leading to a Winner throughout all key conversion metrics. Revenue increased by +2.08% with AOV increasing by +2.36%. This could suggest the promotional messaging and price is clearer to the user and therefore they could be upgrading to the higher number of tablets e.g., 120 instead of 60.

Conclusions

- Users are more likely to add to basket due to the improved layout of key PDP elements such as quantity UI and layout of tablet amounts.
- Stickiness of the site has increased with PDP views increasing by +3.87%.
- The results show that the stopper image which was only featured in V1 distracts the user and doesn't increase overall site conversion.

Next Steps

Roll out V2 PDP redesign to all product pages. I would recommend doing this in groups of elements so we can check the impact when rolled out to 100% of traffic e.g., product image placements and removal of stopper image and then followed by changes on the right-hand side of the PDP.

Test Data

Primary Metrics	Variation	Conversions	Conversion Rate	Improvement	Significance
Add to cart	Control	2,029	24.29%	n/a	n/a
	Variation 1	2,091	24.18%	-0.44%	<90%
	Variation 2	2,082	24.99%	2.90%	<90%
Revenue	Control	£82,707.37	£9.90	n/a	n/a
	Variation 1	£82,446.51	£9.54	-3.69%	<90%
	Variation 2	£84,426.66	£10.14	2.36%	<90%
Transactions	Control	2,273	27.21%	n/a	n/a
	Variation 1	2,338	27.04%	-0.63%	<90%
	Variation 2	2,315	27.79%	2.13%	<90%

Additional Metrics

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Performed Site search	Control	1,643	19.67%	n/a	n/a
	Variation 1	1,642	18.99%	-3.45%	<90%
	Variation 2	1,604	19.26%	-2.10%	<90%
Category page views	Control	2,381	28.50%	n/a	n/a
	Variation 1	2,489	28.79%	0.99%	<90%
	Variation 2	2,400	28.81%	1.08%	<90%

New user: Add to cart	Control	1,208	14.46%	n/a	n/a
	Variation 1	1,200	13.88%	-4.03%	<90%
	Variation 2	1,237	14.85%	2.68%	<90%
Returning user: Add to cart	Control	821	9.83%	n/a	n/a
	Variation 1	891	10.31%	4.85%	<90%
	Variation 2	845	10.14%	3.21%	<90%
PDP views	Control	3,013	36.07%	n/a	n/a
	Variation 1	3,026	35.00%	-2.97%	<90%
	Variation 2	3,121	37.47%	3.87%	<90%

Traffic Source

Traffic source	Variation	Transactions	Conversion Rate	Improvement	Significance
Organic Traffic	Control	342	4.09%	n/a	n/a
	Variation 1	390	4.51%	10.17%	<90%
	Variation 2	372	4.47%	9.07%	<90%
Referral Traffic	Control	175	2.10%	n/a	n/a
	Variation 1	192	2.22%	6.00%	<90%
	Variation 2	182	2.18%	4.29%	<90%
Search Traffic	Control	1,080	12.93%	n/a	n/a
	Variation 1	1,153	13.34%	3.14%	<90%
	Variation 2	1,112	13.35%	3.25%	<90%
Direct Traffic	Control	808	9.67%	n/a	n/a

	Variation 1	762	8.81%	-8.89%	<90%
	Variation 2	798	9.58%	-0.96%	<90%
Email Traffic	Control	207	2.48%	n/a	n/a
	Variation 1	222	2.57%	3.61%	<90%
	Variation 2	219	2.63%	6.09%	<90%