



Nature's Best

# Test Plan – PDP: Mobile: Sticky add to bag

Hayley Roome

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Name	Version	Changes
Hayley Roome	1	Document created
Hayley Roome	2	Design updated
Hayley Roome	3	Results added

# Test Background

## Evidence

Through previous user testing, users found it difficult to locate important key information. There is a lot of information presented to the mobile user, which makes the page very long, pushing the user further and further away from 'Add to Basket'. Mobile traffic is a lot higher compared with desktop accounting for 79% of the mix for new users compared with 56% for returning users

## Hypothesis

Through adding in add to bag function as the user scrolls will allow the user to read and review important product information within the mobile web page and add to basket straight away, increasing ATB and site conversion

## Test Goal

Increase ATB.

Increase conversion

# Targeting

Name	Description	Example URLs
Product pages	All PDPs	<a href="https://www.naturesbest.co.uk/vitamins/vitamin-d/vitamin-d3-1000iu/">https://www.naturesbest.co.uk/vitamins/vitamin-d/vitamin-d3-1000iu/</a>

## Audiences

### Devices

Mobile only

### Other

Exclude internal IPs

## Scenarios & Considerations

### Scenarios

- The size that would be added to the basket on click would be the default option that is selected when landing on each product page e.g. <https://www.naturesbest.co.uk/vitamins/vitamin-d/beta-glucans/?src=gonatoe0c>. The first option is selected by default, so on scroll if the user then added to the basket using the sticky add to bag this is the option that would be added.
- This is common behaviour when reviewing other websites such as Holland & Barrett

### Considerations

- Within the variation the user should be able to add to basket in page and within the sticky add to basket

# Variations

## Control – Mobile

The screenshot shows the mobile website for Nature's Best. At the top, there is a green navigation bar with a menu icon, a heart icon, the brand name "NATURE'S BEST" with the tagline "Better for being UK-made", a search icon, and a shopping basket icon. Below the navigation bar, the breadcrumb "Home / Vitamins / Vitamin C" is visible. The main heading for the product is "Vitamin C Time Release 500mg, With Rosehips and Bioflavonoids". Below this, it states "250 tablets, 1-2-a-day, 4+ month's supply". There is a star rating of five stars and "(172) READ REVIEWS". The product image shows a white plastic tub with a label that reads "NATURE'S BEST TIME RELEASE Vitamin C 500mg with Bioflavonoids and Rose Hips 1000 SUPPLEMENTS 100 TABLETS (648.100)". Below the image, there is a small text box that says "Time Release Vitamin C Released over 6 hours for continued".

## Variation 1 – Mobile

The screenshot shows the mobile website for Nature's Best, Variation 1. At the top, there is a green navigation bar with a menu icon, a heart icon, the brand name "NATURE'S BEST" with the tagline "Better for being UK-made", a search icon, and a shopping basket icon. Below the navigation bar, the breadcrumb "Home / Vitamins / Vitamin C" is visible. The main heading for the product is "Vitamin C Time Release 500mg, With Rosehips and Bioflavonoids". Below this, it states "250 tablets, 1-2-a-day, 4+ month's supply". There is a star rating of five stars and "(172) READ REVIEWS". The product image shows a white plastic tub with a label that reads "NATURE'S BEST TIME RELEASE Vitamin C 500mg with Bioflavonoids and Rose Hips 1000 SUPPLEMENTS 100 TABLETS (648.100)". Below the image, there is a small text box that says "Time Release Vitamin C Released over 6 hours for continued".

**Norton SHOPPING GUARANTEE**  
Your purchase is protected

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

- The time-release formula for longer-lasting vitamin C
- Small, easy to swallow, taste-free tablets
- Perfect partner to a multivitamin

Have you thought about a Multivitamin? [Find out more here](#)

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



**Product Information**


Our Vitamin C Time Release 500mg, With Rosehips and Bioflavonoids tablets is one of our most popular vitamin C products. It is ideal for those taking a multivitamin who want to top up their vitamin C or prefer to spread their intake over the course of the day.


Vitamin C is best taken in small amounts throughout the day and night \* but that isn't convenient or practical. Vitamin C 1000mg, With Bioflavonoids and Rosehips, is a time-release formula designed to keep the nutrients in micropellets that release over 6 hours. This allows the gut to absorb a higher level, so there is less waste and a more even level of

**ADD TO BASKET**

## Variation 2 – Mobile


 **Norton SHOPPING GUARANTEE**  
Your purchase is protected 



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

- The time-release formula for longer-lasting vitamin C
- Small, easy to swallow, taste-free tablets
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   **ADD TO BASKET**

## Variation 3 – Mobile

  **NATURE'S BEST**  
Better for being UK-made  

Home / Vitamins / Vitamin C

# Vitamin C Time Release 500mg, With Rosehips and Bioflavonoids

250 tablets, 1-2-a-day, 4+ month's supply

 (172) [READ REVIEWS](#)



**60 TABLETS | £5.95**    **ADD TO BASKET**

## Design changes

- On scroll show 'ADD TO BASKET' CTA at the bottom of the mobile screen
- All other elements within the page will not change
- On successful add to basket, add to basket overlay to show (as per control when adding to basket)

### Within Variation 3

- The user can select size of product from the dropdown as well as the amount from the sticky add to bag bottom bar

## Design Link

<https://www.figma.com/file/OUXTZSGXaR5NriTwnR4uhc/NTB%3A-Strategy%3A-Mobile%3A-Sticky-add-to-bag?node-id=0%3A1>

## Considerations

N/a

## Metrics

Name	Description
Add to basket – Sticky	Track amount of add to baskets from the sticky add to bag
Add to basket – ATB in page	Total add to baskets from within the page
Transactions	Total transactions

## Integrations

Name	Values description
Google Analytics	

## Results

Start Date	22/03/22
End Date	3/05/22
Test duration	43 days
Control visitors	36921
Variation 1 visitors	36775
Variation 2 visitors	37036
Variation 3 visitors	36921
Test Result	Winner

## Highlight

*By including a sticky Add To Bag button within all PDPs led to an uplift across all variations with Variation 3 which included quantity and amount options seeing an uplift of +3.47% with 95% significance. This led to an increase in revenue per visitor of +3.28% and an uplift of +1.92% in transactions reaching 99% significance.*

## Insights

### +3.47% in Add To Bag for Variation 3

There was an uplift of +3.47% in Add To Bag reaching 95% significance for Variation 3. Variation 2 also saw a strong uplift of +4.56% reaching 99% significance. The strong uplift to Add To Bag across all variations show users want to Add To Bag when reviewing product information and scrolling through content, placing the Add To Bag CTA at the point of decision making leads to an uplift in Add To Bag rate.

### +1.92% in Transactions

The strong uplift in ATB lead to a +1.92% uplift in Transactions for Variation 3 with 99% significance. Variation 3 includes an 'Add To Bag' CTA with quantity selection and amount option which allows the customer to upgrade to a higher priced product without any additional effort from the user.



### +3.28% uplift in Revenue per Visitor

The uplift across ATB and Transactions also lead to a positive uplift in Revenue per Visitor of +3.28%, this shows as a result of allowing the user to update quantity and amount within a sticky Add To Bag leads to a positive uplift in revenue. Even though Variation 1 and 2 had strong uplift in Add To Bag this did not lead to an uplift in Transactions and Revenue.

### +7.43% in Add To Bag for new users

When reviewing user type Variation 3 was the favoured variation with new users showing a simpler way of a user adding to basket was preferred.

## Conclusions

- The winning Variation to roll out to Live was Variation 3 where the user can Add To Bag update quantity and amount within the same sticky panel.
- Including a Sticky Add To Bag across Mobile increases Add To Bag rate across all variations
- Transactions increased across Variation 3 due to the amount and quantity upgrades within the sticky Add To Bag panel.

## Next Steps

- Roll out Variation 3 to LIVE
- Can we look at adding a sticky Add To Bag button within a scrollable header bar as the user scrolls on Desktop.

## Test Data

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
<b>Add to basket - sticky</b>	New control	0	0.00%	n/a	n/a
	Variation 1	1,167	3.16%	n/a	n/a
	Variation 2	1,247	3.38%	n/a	n/a
	Variation 3	1,048	2.84%	n/a	n/a
<b>Add to basket - In page</b>	New control	5,710	15.47%	n/a	n/a
	Variation 1	5,927	16.12%	4.21%	95.00%
	Variation 2	5,989	16.17%	4.56%	99.00%
	Variation 3	5,908	16.00%	3.47%	95.00%
<b>Transactions</b>	New control	2,402	6.51%	n/a	n/a
	Variation 1	2,373	6.45%	-0.82%	<90%
	Variation 2	2,397	6.47%	-0.52%	<90%
	Variation 3	2,448	6.63%	1.92%	99.00%
<b>Revenue</b>	New control	£27.91	£68,014.61	n/a	n/a
	Variation 1	£28.66	£68,766.57	£751.96	95.00%
	Variation 2	£28.50	£68,904.10	£889.49	95.00%
	Variation 3	£28.55	£70,707.11	£2,692.50	99.00%
<b>New users</b>	New control	1,437	3.89%	n/a	n/a
	Variation 1	1,418	3.86%	-0.93%	<90%
	Variation 2	1,381	3.73%	-3.30%	<90%
	Variation 3	1,479	4.01%	7.43%	<90%
<b>Returning users</b>	New control	1,000	2.71%	n/a	n/a
	Variation 1	981	2.67%	-1.51%	<90%
	Variation 2	1,037	2.80%	4.96%	<90%

	Variation 3	998	2.70%	-3.46%	<90%
<b>Revenue per visitor</b>	New control	£1.83	n/a	n/a	n/a
	Variation 1	£1.86	1.64%		
	Variation 2	£1.84	0.55%		
	Variation 3	£1.89	3.28%		