



PUMA

DE & FR: PDP: Mobile: Top Section Redesign

Sarah Cridland

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Name	Version	Changes
Sarah Cridland	1	Document created
Sarah Cridland	2	Results added

Test Background

Evidence

User testing participants remarked that they were unsure if the product they were viewing was suitable for the activity they intended to use them for e.g. running or training. The title often contains an indication of the activity the product is intended to be used for, but this is below the fold on mobile. Users may find it more difficult to notice and interact with the various colour options as there is a gap between them and the main product image. Competitors Adidas and Nike are displaying the title and price above the image with the colour options directly below the image.

Hypothesis

Displaying the product title more prominently and positioning the colour picker next to the main product image will make it easier for users to determine the use case for the product and select a colour. This will increase Add To Bag.

Test Goal

Increase Add to Bag

Reduce bounce rate

Scenarios & Considerations

QA Tier

- Tier 3

Scenarios

- This test will only target the DE site with the default German language and the FR site with the French language. The test should not appear if the user changes the language using the flag icon in the footer.
- Some products have multiple colour options and some have only one default colour.
 - 1 colour
 - DE - https://eu.puma.com/de/de/pd/deviate-nitro-elite-race-sp-herren-laufschuhe/195419.html?dwvar_195419_color=01
 - FR - https://eu.puma.com/fr/fr/pd/chaussures-de-course-magnify-nitro-sp-homme/195417.html?dwvar_195417_color=01
 - 2 colours
 - DE - https://eu.puma.com/de/de/pd/forever-xt-trainingsschuhe-fuer-damen/195184.html?dwvar_195184_color=01
 - FR - https://eu.puma.com/fr/fr/pd/chaussures-d%E2%80%99entrainement-femme-forever-xt/195184.html?dwvar_195184_color=01#

- 4 colours
 - DE - https://eu.puma.com/fr/fr/pd/t-shirt-a-galon-femme/848375.html?dwvar_848375_color=21
 - FR - https://eu.puma.com/fr/fr/pd/t-shirt-a-galon-femme/848375.html?dwvar_848375_color=21

Considerations

- Please create two tests – one for the FR site and one for the DE site.

Targeting – DE Test

Name	URL
PDPs on the DE site with the German language only	URL contains /de/de/pd/ e.g. https://eu.puma.com/de/de/pd/forever-xt-trainingsschuhe-fuer-damen/195184.html?dwvar_195184_color=01 Please note that /de/de/ indicates that it is the DE site with German as the language. Do not include /de/en/ in the test.

Targeting – FR Test

Name	URL
PDPs on the FR site with French language only	URL contains /fr/fr/pd/ e.g. https://eu.puma.com/fr/fr/pd/chaussures-d%E2%80%99entrainement-femme-forever-xt/195184.html?dwvar_195184_color=01# Please note that /fr/fr/ indicates that it is the FR site with French as the language.

Audiences

Devices

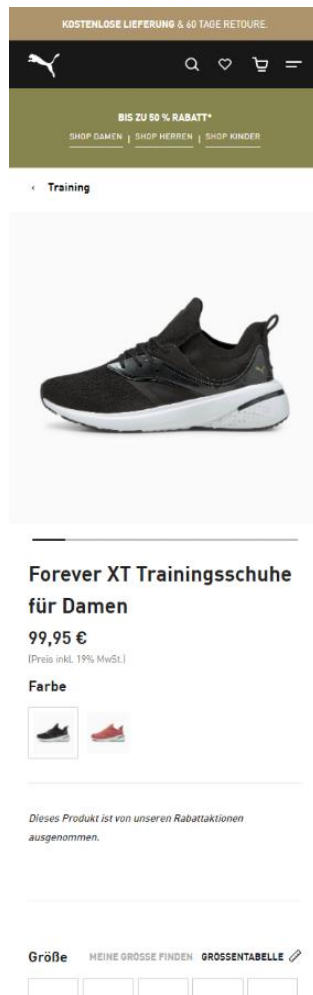
Mobile

Other

- N/A

DE Test - Variation 1

Control – DE Mobile



Variation 1 – DE Mobile



FR Test - Variation 1


Control – FR Mobile

LIVRAISON GRATUITE ET RETOURS GRATUITS SUR 60 JOURS.

ACHETER ARTICLES FEMMES | ACHETER ARTICLES HOMMES | ACHETER ARTICLES ENFANTS

JUSQU'À 50 % DE RÉDUCTION*


Entraînement



Chaussures d'entraînement femme Forever XT

110,00 €
[Prix incl. 20% TVA]

Couleur



Cet article est exclu de nos promotions.

Taille [TROUVER MA TAILLE](#) [TABLEAU DES TAILLES](#)

Variation 1 – FR Mobile

LIVRAISON GRATUITE ET RETOURS GRATUITS SUR 60 JOURS.

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2 coloris disponibles



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Figma Designs

[https://www.figma.com/file/H2jbINwl1z7SOxQnX0JvdY/000673-PUM%3A-PDP%3A-Top-Section-Redesign-\(Mobile\)?node-id=0%3A1](https://www.figma.com/file/H2jbINwl1z7SOxQnX0JvdY/000673-PUM%3A-PDP%3A-Top-Section-Redesign-(Mobile)?node-id=0%3A1)

Design changes

- The breadcrumb text is no longer bold
- The product title and price have moved above the product image
- The product title and price font size has reduced
- The tax text is displayed to the right of the price rather than underneath it
- The colour picker text has changed to the following:
 - o DE - X Farben verfügbar
 - o FR - X coloris disponibles

X = the number of colour options available on the page

Considerations

- Please ensure this works for different numbers of colours available. See scenarios for more info.

Metrics

Name	Goal Type	Description
Add to Cart	Custom	Event Action equals add to cart
Bounces	System	
Breadcrumb	Custom	Event Action equals Breadcrumb Click
Image Opened	Custom	Event Action equals Image Opened
10% PDP Scroll	Custom	Event Label equals 10% - product detail
20% PDP Scroll	Custom	Event Label equals 20% - product detail
50% PDP Scroll	Custom	Event Label equals 50% - product detail
View Cart	Custom	Event Action equals View Cart
Shipping	Custom	Event Action equals Address & Shipping
Payment	Custom	Event Action equals Payment
Transactions	System	
Revenue	System	

Segments

N/A

Results

Start Date	23/02/22
End Date	28/03/22
Test duration	33 days
DE Control sessions	334,113
DE Variation 1 sessions	336,950
FR Control sessions	195,414
FR Variation 1 sessions	194,748
Test Result	Winner

Highlight

Moving the product title above the product image on the mobile PDP resulted in a +2.76% uplift in Add to Cart with 95% significance on FR. Add to Cart increased +0.62% on DE but this did not reach significance.

Insights

Significant reduction in bounce rate

Showing the product title above the product image resulted in a significant reduction in bounce rate. The bounce rate fell -0.58% with 95% significance on DE and -1.08% with 99% significance on FR. This demonstrates that seeing the product title above the fold encouraged more users landing on the PDP to continue browsing. Both domains also saw a significant 4% uplift in users scrolling down to see at least 50% of the page.

+6.08% uplift in product image opens on FR

The variation design also encouraged more users to interact with the main product image. On the FR domain, clicks to open the image increased +6.08% with 95% significance. Image opens increased +1.77% on DE but this did not reach significance. It is encouraging to see that even though the image appeared further down the page users were still more likely to click on it. Moving the colour swatch nearer to the image may also have played a role in encouraging more users to view the product.

Significant uplift in Add to Cart rate on FR

Users were more likely to add an item to their cart on FR. The Add to Cart rate increased +2.76% with 95% significance. On the DE domain a small uplift of +0.62% was seen but this did not reach significance.

Significant uplift in Add to Cart for users landing on PDPs on both domains

When we segment users based on where they landed we see that the uplift in Add to Cart seen on FR was predominantly due to a +6.16% increase for users landing on a PDP with 99% significance. Add to Cart increased +1.11% for those that didn't land on a PDP, but this did not reach significance.

Whilst we did not see an overall uplift in Add to Cart on DE we do see a significant +4.03% uplift for those landing on the PDP. Conversely, we also see a -2.67% fall in Add to Cart for those who land elsewhere on the site reaching 99% significance. This explains why there was not a significant overall uplift for DE as the fall for non PDP landers reduced the gains achieved from the PDP landers segment. Users arriving at the PDP from another page on the PUMA site are more likely to have already seen the product title on the PLPs, which may explain why they respond differently to PDP landers.

Conclusions

- Users seeing the product title above the main product image are more likely to interact with the product and less likely to bounce.
- Users who land on the PDP are more likely to add a product to their cart.
- The product title plays an important role in the user's decision to continue browsing.

- Users who do not land on the PDP showed mixed responses between FR and DE domains.
- Overall, users are more likely to Add to Cart with the variation design.

Next Steps

- As V1 resulted in a significant uplift in Add to Cart for FR overall and for users landing on the PDP on DE it is recommended to roll out the variation design. Though we see a drop in Add to Cart for non landers on DE the overall impact was a slight increase.
- Alternatively, consider testing on more EU domains to confirm a positive result.

Test Data

FR Mobile

FR Mobile	Sessions
Control	195,414
V1	194,748

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	15,614	7.99%	n/a	n/a
	Variation 1	15,990	8.21%	2.76%	95.00%
View Cart	Control	13,156	6.73%	n/a	n/a
	Variation 1	13,065	6.71%	-0.35%	<90%
Shipping	Control	8,375	4.29%	n/a	n/a
	Variation 1	8,202	4.21%	-1.73%	<90%
Transactions	Control	3,067	1.57%	n/a	n/a
	Variation 1	2,975	1.53%	-2.67%	<90%
Revenue	Control	€ 182,038.59	€ 0.93	n/a	n/a
	Variation 1	€ 172,619.82	€ 0.89	-4.85%	n/a
Image Opened	Control	3,129	1.60%	n/a	n/a
	Variation 1	3,308	1.70%	6.08%	95.00%
10% PDP Scroll	Control	123,132	63.01%	n/a	n/a
	Variation 1	122,536	62.92%	-0.14%	<90%
20% PDP Scroll	Control	118,443	60.61%	n/a	n/a
	Variation 1	119,699	61.46%	1.41%	99.00%

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
50% PDP Scroll	Control	59,352	30.37%	n/a	n/a
	Variation 1	61,551	31.61%	4.06%	99.00%
Bounces	Control	82,279	42.10%	n/a	n/a
	Variation 1	81,117	41.65%	-1.08%	99.00%

FR Mobile: Landed on PDP	Sessions
Control	108,449
V1	107,770

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	6,225	5.74%	n/a	n/a
	Variation 1	6,567	6.09%	6.16%	99.00%

FR Mobile: Did not land on PDP	Sessions
Control	90,339
V1	90,369

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	9,759	9.00%	n/a	n/a
	Variation 1	9,806	9.10%	1.11%	<90%

DE Mobile

DE Mobile	Sessions
Control	334,113
V1	336,950

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	30,910	9.25%	n/a	n/a
	Variation 1	31,365	9.31%	0.62%	<90%
View Cart	Control	23,063	6.90%	n/a	n/a
	Variation 1	23,053	6.84%	-0.88%	<90%
Shipping	Control	16,635	4.98%	n/a	n/a
	Variation 1	16,654	4.94%	-0.73%	<90%
Transactions	Control	8,650	2.59%	n/a	n/a
	Variation 1	8,657	2.57%	-0.76%	<90%
Revenue	Control	€ 626,255.07	€ 1.87	n/a	n/a
	Variation 1	€ 631,709.74	€ 1.87	0.02%	n/a
Image Opened	Control	6,909	2.07%	n/a	n/a
	Variation 1	7,091	2.10%	1.77%	<90%
10% PDP Scroll	Control	201,723	60.38%	n/a	n/a
	Variation 1	202,127	59.99%	-0.64%	99.00%
20% PDP Scroll	Control	213,438	63.88%	n/a	n/a
	Variation 1	215,438	63.94%	0.09%	<90%

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
50% PDP Scroll	Control	107,116	32.06%	n/a	n/a
	Variation 1	112,302	33.33%	3.96%	99.00%
Bounces	Control	151,085	45.22%	n/a	n/a
	Variation 1	151,481	44.96%	-0.58%	95.00%

DE Mobile: Landed on PDP	Sessions
Control	219,996
V1	221,716

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	15,098	6.86%	n/a	n/a
	Variation 1	15,830	7.14%	4.03%	99.00%

DE Mobile: Landed on PDP	Sessions
Control	121,599
V1	122,889

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Add To Cart	Control	16,778	13.80%	n/a	n/a
	Variation 1	16,503	13.43%	-2.67%	99.00%