



BAT

Test Plan – FR: Checkout Page Navigation

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Name	Version	Changes
Matt Maidment	1	Document created
Matt Maidment	1.1	Results added

Background

Evidence

Contentsquare analysis has revealed several areas of user frustration and confusion within the current checkout page layout, particularly around the navigation tabs at the top of the page, and the duplication of basket contents. We believe there is an opportunity to improve usability at this crucial funnel step to increase conversion rate.

Hypothesis

By simplifying the layout of the mobile checkout page, we expect to see a reduction in checkout exit rate and therefore an uplift in overall conversion rate and RPV from this step in the funnel.

Test Goal

1. Conversion Rate
2. Revenue Per Visitor
3. Checkout Exit Rate

Targeting

Name	Description	Example URLs
FR checkout	The test should only activate on the FR checkout page	https://www.vuse.com/fr/fr/checkout/

Audiences

Devices

Mobile only

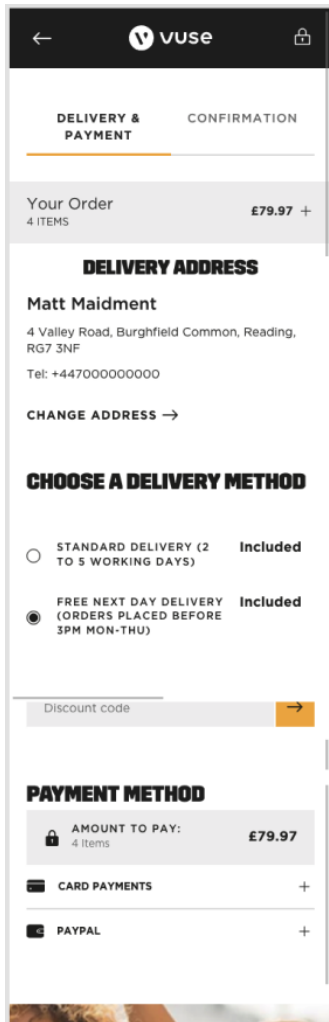
Scenarios & Considerations

QA Tier

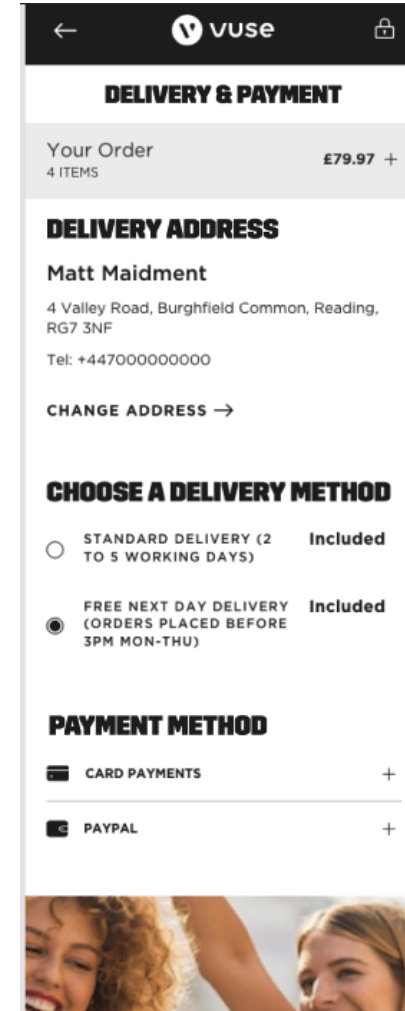
1

Variations

Control – Mobile



Variation 1 - Mobile



Design changes

V1

- The 2 tabs at the top of the page are replaced with a single title "LIVRAISON & PAIEMENT".
- The grey "Resume De La Commande" section remains as per control and can be opened by tapping anywhere on the content.
- Delivery address title becomes left aligned to match the other titles on the page.
- Delivery address and Delivery method sections remain as per control.
- Discount code field is removed.
- Grey content slot below the Payment Method title is removed.
- Payment methods remain as per control, collapsed on page load.

Metrics

	Name	Description
3.	Transactions	The total number of transactions
4.	Average Order Value	Average revenue per transaction (GA)
5.	Revenue	Total Revenue
6	Checkout – Login	Unique visits to checkout login step (GA)
7.	Checkout	Unique visits to checkout page (GA)
8.	Checkout Exit Rate	Unique exits from the checkout page (GA)

Segments

Name	Values description
N/A	No segments required within Google Optimize

Integrations

Name	Values description
Google Analytics	Experiment ID is generated automatically and available within GA.

Results

Winner

Start: 17/03/22

End: 18/04/22

Duration: 34 days

Control Visitors: 3,312

V1 Visitors: 3,210

Highlights

We observed an uplift in the primary metric of conversion rate (transactions) of **+9.2%** at 96% statistical significance. There is clear evidence that simplifying the layout of the checkout page and removing non-clickable elements positively impacted the conversion rate of this page.

We also observed a **-5.5%** reduction in exit rate from the checkout page at full stat-sig, again confirming the impact of the improved layout. The combination of the improved conversion rate and reduced exit rate resulted in an overall improvement in revenue per session of **+5.1%** from €10.70 to €11.25 per session.

Further Insights

Discount code usage remained flat

The discount code field was removed from the checkout page as part of variation 1 as this functionality is already active at the basket step. The impact was minimal, with no impact on overall discount code usage. We knew prior to this test that the majority of discount codes were added the basket rather than the checkout step, therefore removing it at this point was unlikely to result in a negative impact on transactions.

Reduction in users navigating back to basket

We observed a **-3.3%** drop in users navigating from the checkout back to the basket step from 27.69% down to 26.77%. This indicates a reduction in confusion at the checkout due to the removal of several non-clickable elements. The location of the back button was consistent between control and the variation.

Conclusion & recommendations

There is clear evidence that the improved layout of the checkout page positively impacts conversion rate, with an uplift of **+9.2%** at 96% statistical significance. Once deployed to 100% of visitors, the new layout is worth an estimated **€82.1k** in annualised incremental revenue based on level traffic volumes to the checkout over the following 12 months.

We recommend experimenting with the winning layout on the UK checkout before submitting it for deployment to ensure a similar uplift in transactions. There is an opportunity to introduce a new variation on the UK checkout, which would automatically display the card payment option by default on initial page load rather than forcing users to trigger the payment accordion to enter card details. We believe this will further improve performance due to reduce click effort from users.

Raw data

FR Checkout Navigation (17/03/22 - 18/04/22)						
Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Confidence
Conversion Rate (Transactions)	Control	3,312	735	22.19%		
	Variation #1	3,210	778	24.24%	9.21%	97.47%
Checkout Exit Rate	Control	3,312	1,262	38.10%		
	Variation #1	3,210	1,156	36.02%	-5.46%	94.10%
Revenue Per Visitor	Control	3,312	€ 10.70			
	Variation #1	3,210	€ 11.25		5.14%	99.04%