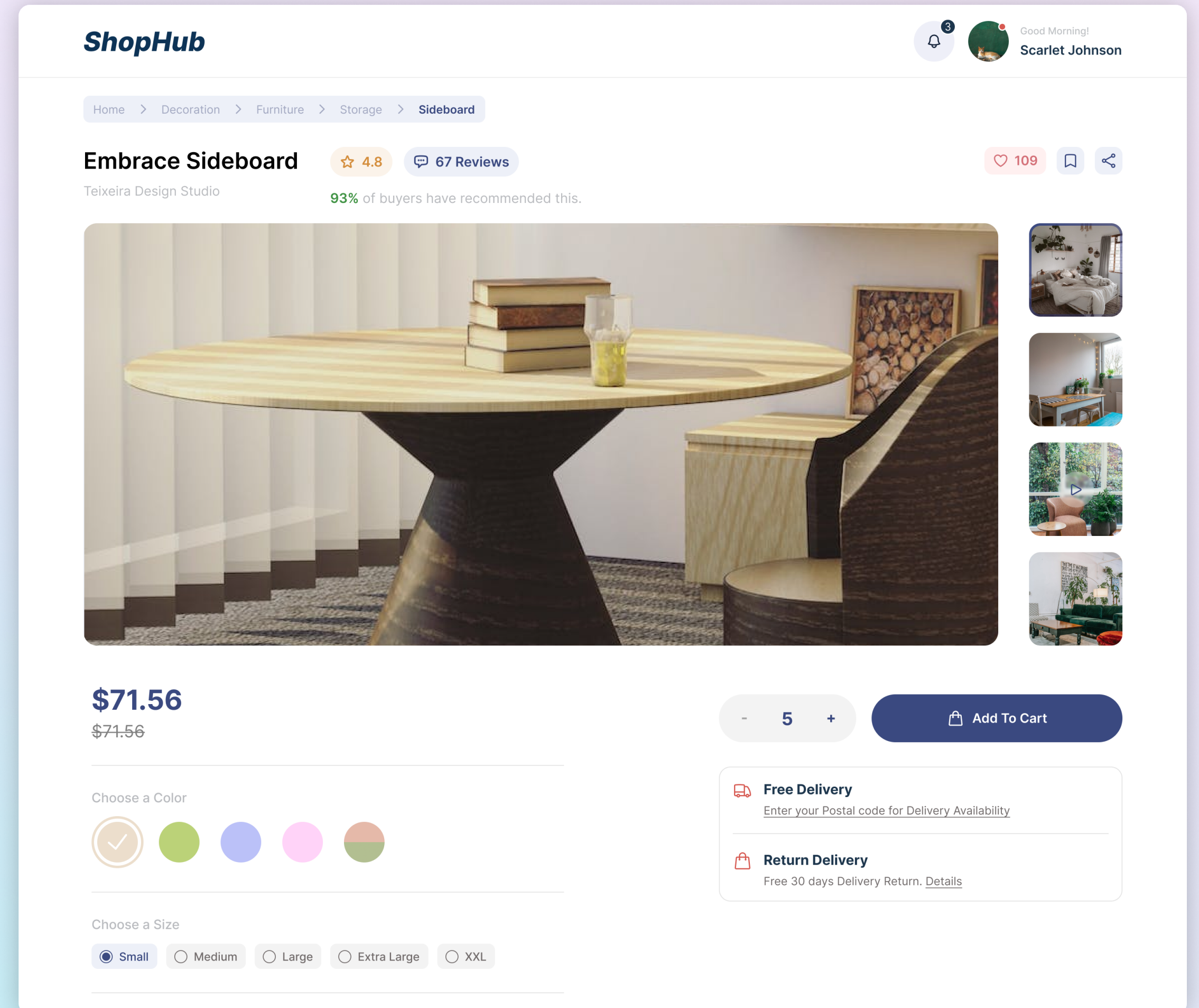


Product Page Redesign

DATES Oct 01, 2023 - Oct 15, 2023

OWNER  Josh Hanson

DECISION  Variant



 Variant

Executive Summary

Hypothesis

By changing the layout of the product page to focus on rich images and reviews, we will observe a 3% increase in users adding items to their cart within 1 day.

Key Takeaways

We do not observe a statistically significant change in any top-line metrics observed. While the absence of a significant change might be perceived as a neutral outcome, it is, in fact, a positive result given the goals of this redesign effort. This outcome provides a stable foundation for future improvements, demonstrating that the new layout did not adversely impact user behavior. With our intent to ship quickly, we know there are a number of optimizations that can be made in short order that are likely to result in significant metric improvements. As such, we recommend shipping the redesign.

Decision

ROLLED OUT VARIANT: **B** Variant

Links



Figma Mocks



#experiments



Product Requirements Doc



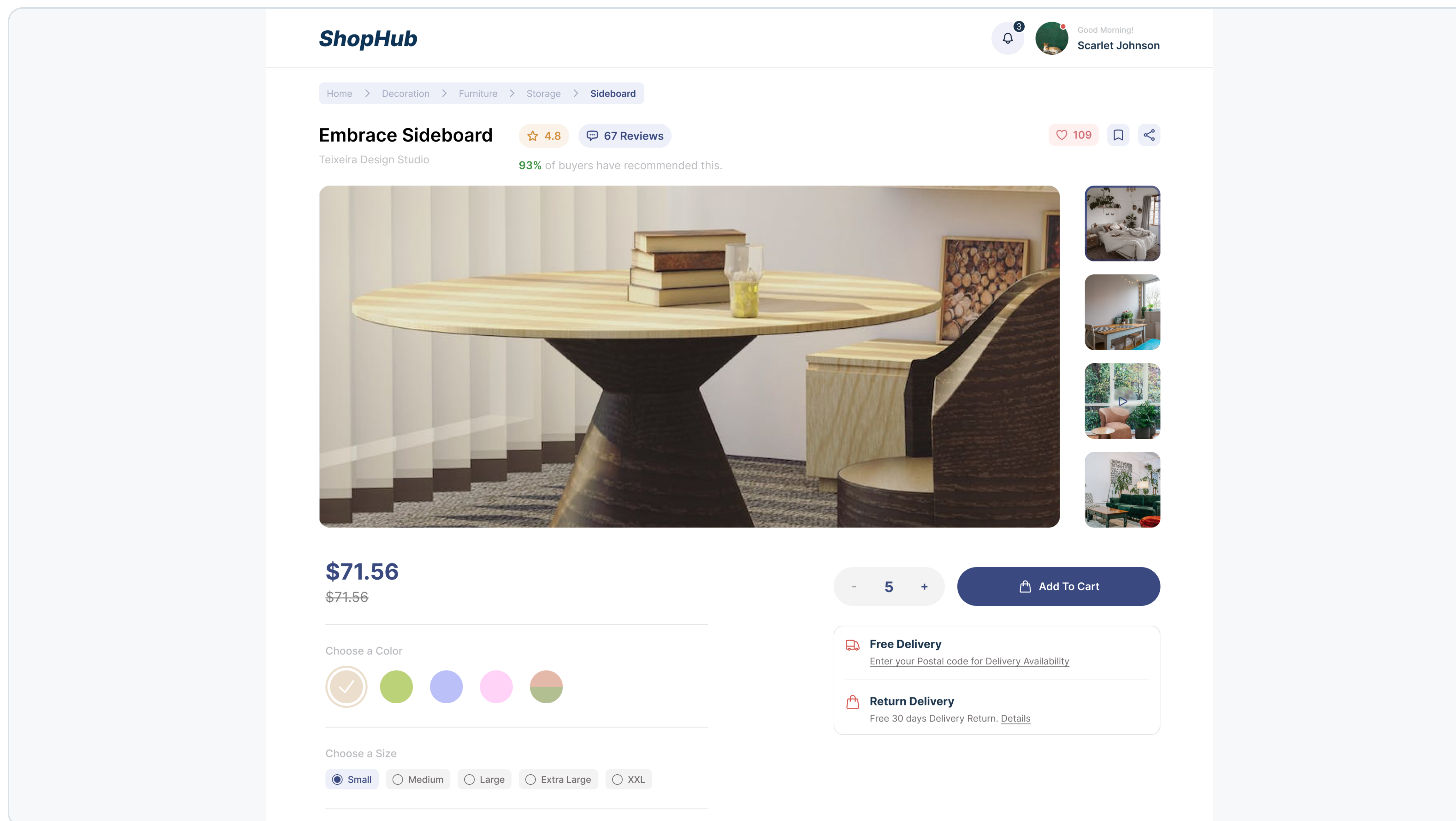
Jira Issue: EP-12345

Experiment Variations

B Variant

treatment_1

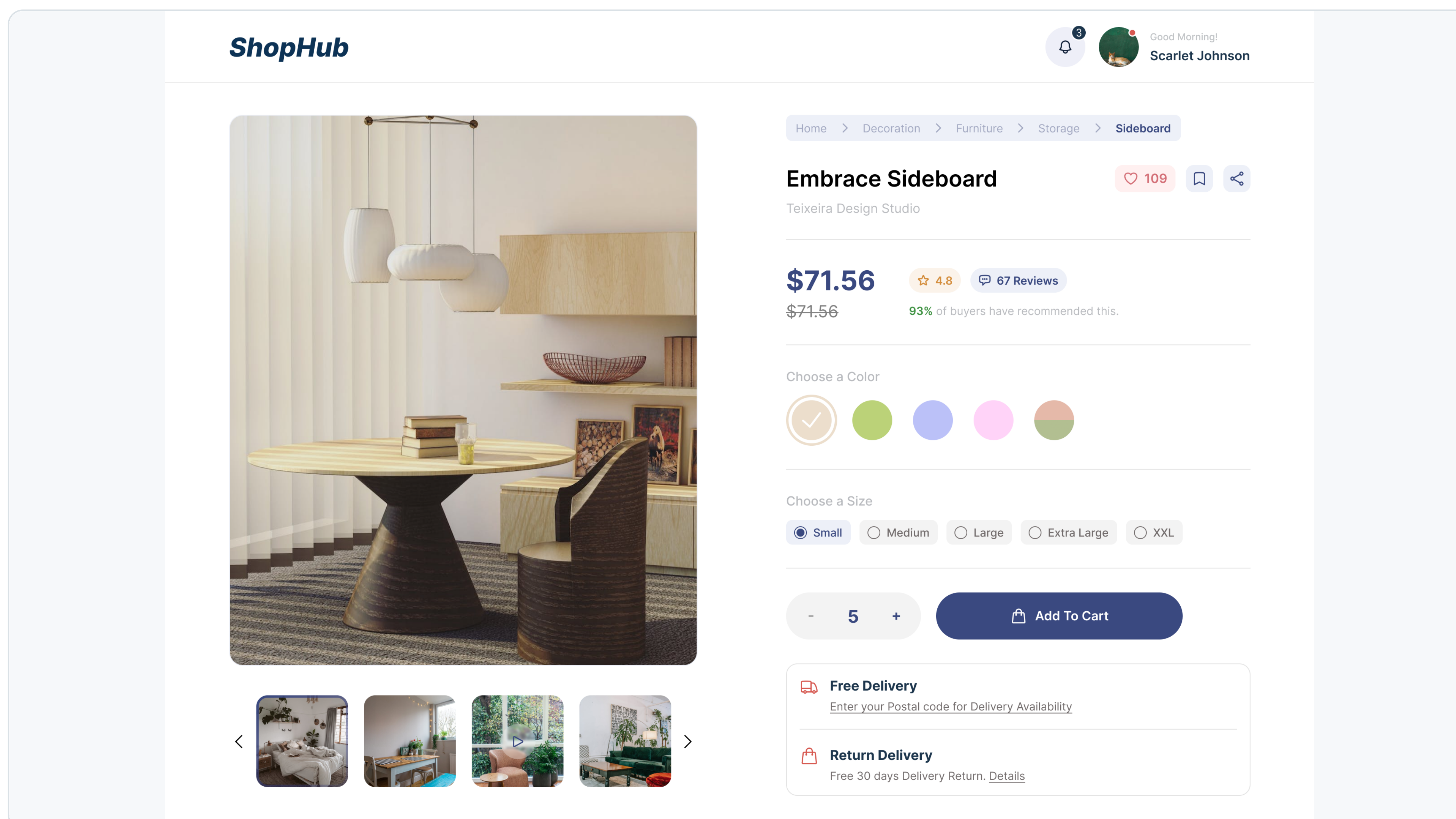
Users view the redesigned product page layout emphasizing rich images and reviews.



A Control

control

Users view the original product page layout.



Primary and Guardrail Metrics

All observed metrics are flat. We did not observe any significant segment by major regions of United States, Asia, or Europe.

B Variant

 CUPED

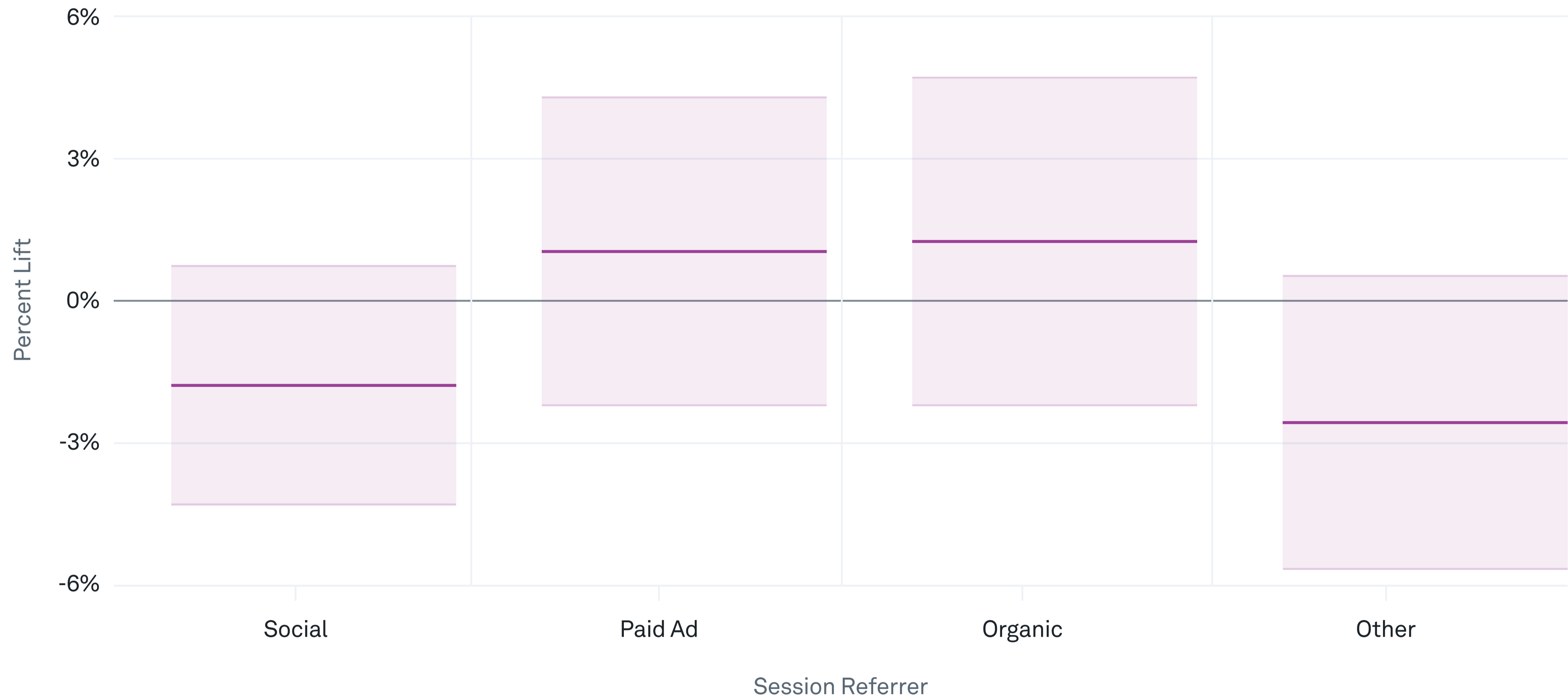
Metrics	A Control	B	Lift	-20%	-15%	0%	15%	20%
Add-to-Cart -> Checkout Conversion Primary	0.93	0.93	 -0.66%					
Purchase Conversion (United States)	0.030	0.027	 -7.14%					
Purchase Conversion (Asia)	0.058	0.060	 2.02%					
Purchase Conversion (Europe)	0.059	0.055	 -6.35%					

Metric Deep-dive

We do not observe any significant segments by sessions referrer.

Add-to-Cart -> Checkout Conversion by Session Referrer

(B) Variant vs. **(A)** Control



PERCENT LIFT + CONFIDENCE INTERVAL


(B) Variant

Next Steps

The next steps involve closely monitoring user interactions and feedback to identify specific pain points and opportunities for enhancement. Iterative, data-driven adjustments can be made swiftly to address these areas, with the potential to yield substantial improvements in user engagement and conversion rates.

The focus should be on gathering qualitative feedback through user surveys, heatmaps, and usability testing, coupled with quantitative analysis of user interactions. By combining these insights, the product page can be fine-tuned iteratively, ensuring a user-friendly experience and maximizing the likelihood of achieving the desired metric improvements in subsequent iterations.



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