

Experiment name	Related page	Current version	New version	Business KPI	Hypothesis	Impact	Effort	Priority score
Fast Checkout	Shipping method	Cart summary modal inserted between the product page and shipping method page	Users sent directly to the shipping method page after clicking on add to cart	Add to cart to purchase CR	Most users don't purchase multiple garments, and if they do, they will find a way to add more to the cart. Reducing the number of purchase steps will improve the CR.	4	1	4
Checkout section higher up	Homepage	Last section	Second section	Add to cart button CTR	Many users may currently not scroll all the way down to the checkout section, and hence seeing it further up the page may be beneficial	4	1	4
Countdown timer	Shipping method	None	Countdown timer	Add to cart to purchase CR	We could offer free shipping if people checkout within a certain timeframe, hence increasing the chances of the purchase taking place	3	1	3
Title tag	Homepage	The next generation of shapewear	Best shapewear in the world	Click to purchase CR	This is the first thing that users see when they land on our website. Explaining our brand and what we stand for might be materially beneficial	2	1	2
Number of sections	Homepage	13 sections	6 sections	Add to cart button CTR	The high number of sections requires a lot of scrolling before users get to the checkout section. It may also slow down the loading of the page.	2	1	2
Button CTA	Homepage	"Shop Now"	"Find your size"	Shop now button CTR	Seeing "Shop Now" the minute you land on our homepage may be too early. Might be better to start with a softer CTA first.	2	1	2
Exit Intent Popup	All Pages	none	Show popup enticing user to sign up, etc if they try to bounce without purchasing	Engagement with the popup	We could show an offer to someone who is about to leave our site. The only issue is that this probably doesn't work well in mobile, where we have the majority of our traffic.	2	2	1
Shipping Option	Shipping method	Offers various shipping option, including free shipping	A/B test not offering free shipping	Click to purchase CR	CVR may not materially decrease by not offering free shipping, and any decrease could be offset by shipping revenue			