

Requestor	Tests	Effort	Desktop	Mobile	Both	Test Start Date	Notes
Jeff/LX	QuickView v1	High	x			3/17/14	A/B split
Jeff/LX	Larger live search input field on homepage	Low	x			4/4/14	Bigger input field, simplified CTA. Only in Chrome & Safari since Optimizely doesn't display test well on other browsers.
Jeff/LX	New plugin for input fields to show labels at all times	Low/Med			x	4/4/14	Floating labels
Jeff/LX	QuickView v2 always visible	Low/Med			x	4/10/14	QV ribbon is visible on initial page load on desktop
Jeff/LX	Disable newsletter signup overlay on product list and product page	Low/Med	x			7/3/14	Potential barrier since this is first thing users see when hitting site. Pick one page from store main, category page, product page or do all?
Jeff/LX	Product page - move buttons above designs	Low/Med	x			7/22/14	Size/quantity, Add to Cart buttons, Drop UP size/qty. Save for later messaging. Turn off SA widget. Do we add this to newsletter test?
Jeff/LX	Duplicate PayPal button to top of cart	Low/Med		x		7/25-7/28	Mobile (enabled full time after test since it was already built into page)
Jeff/LX	Mini cart on shipping & billing	Medium/High	x			9/8/14	Reduce traffic back to cart and increase conversion.
Jeff/LX	Take out header/footer on shipping & billing	Low	x				Amazon model. Funnel user.

Next up

Jeff/LX	Category page product details overlay (overlay vs no overlay)	Low/Med			x		Remove QV completely. Measure results for baseline as compared to QV.
Jeff/LX	Remove overlay, test QV	Low/Med					Get baseline without product overlay in A/B segments
Jeff/LX	QuickView v3 product page or QV panel	Low/Med			x		Link to product or QV overlay - pending results of overlay test
Jeff/LX	Place order button modification on shipping & billing	Low/Med	x				Larger place order button and simplified layout with PayPal button
Jeff/LX	Bigger 'start checkout' on cart (with secure icon?)	Low					Added to site: http://logbugz.prepsportsweat.com/default.asp?4763
Jeff/LX	Add credit card logos on shopping cart	Low			x		Added to site: http://logbugz.prepsportsweat.com/default.asp?4763
Jeff/LX	Checkout/authenticate page simplification	Low/Med			x		Too much information on this page.
Jeff/LX	Show production timeline on product page	Low			x		What's the measurable?
Jeff/LX	Have long description on product page in 'summary' expandable link	Low/Med	x				CRO list - Only show users necessary information by default. Simplify. Do we just make the change?
Jeff/LX	Save for later messaging on product page	Low			x		CRO list - No mention of save for later prior to cart. - New functionality
Jeff/LX	Add 'selected activity, XX' on product page	Low			x		CRO list - do we just make the change?
Jeff/LX	Team channel specific overlay on product page with USP's	Medium	x				New functionality. Spell out features: back name, number, roster, etc - what's the measurable though?
Steph	Channel landing marketing tiles	Low/Med	x				Could also run through UserTesting.com or CrazyEgg
Steph	Test different color of presence bar	Low	x				Need to wait for another site wide promo
Steph	Store main marketing tiles	Low/Med	x				Anything new since we're redoing headlines?
Jeff/LX	New team channel text on HP	Low			x		Add Team' or 'Create Team', etc
Jeff/LX	Homepage channel nav hover state with sample stores or explanatory text	Medium	x				We should just add it for mobile.
Jeff/LX	Move HP channel nav to top like internal pages	Low/Med	x				what's the measurable though?
Kristina	Landing page 1 - tailor for paid ads/traffic	Medium/High			x		placeholder for awesome idea
Kristina	Landing page 2	Medium/High			x		placeholder for awesome idea
Jeff/LX	Add Google Trusted Store	Low/Med			x		Need Ivan/Kristina help with this. CRO item