



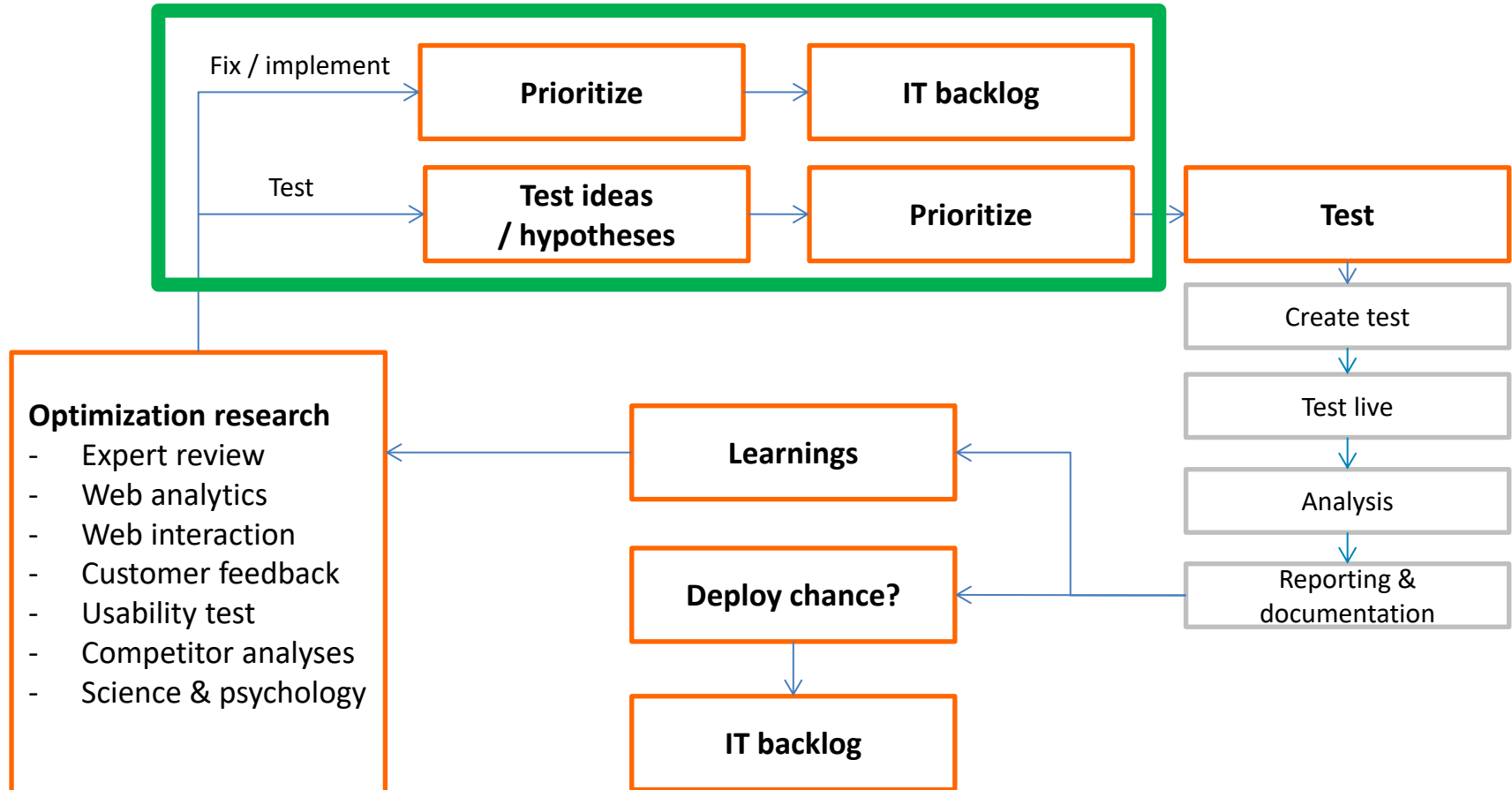
SECTION 3: SETTING UP TEST IDEAS AND HYPOTHESES

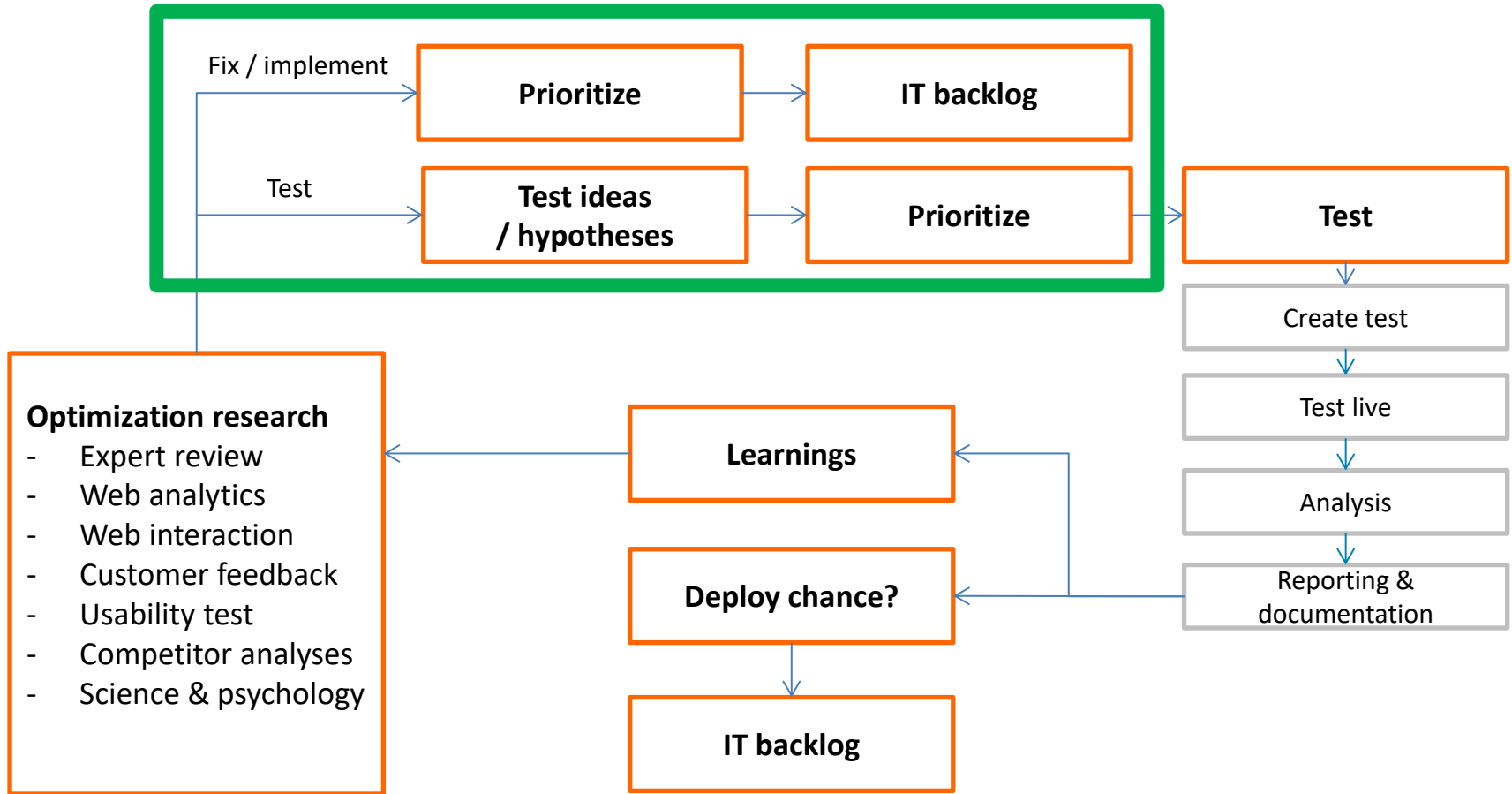
The Complete Conversion Optimization course
Ruben de Boer - conversionideas.com



**BRINGING IT ALL
TOGETHER**

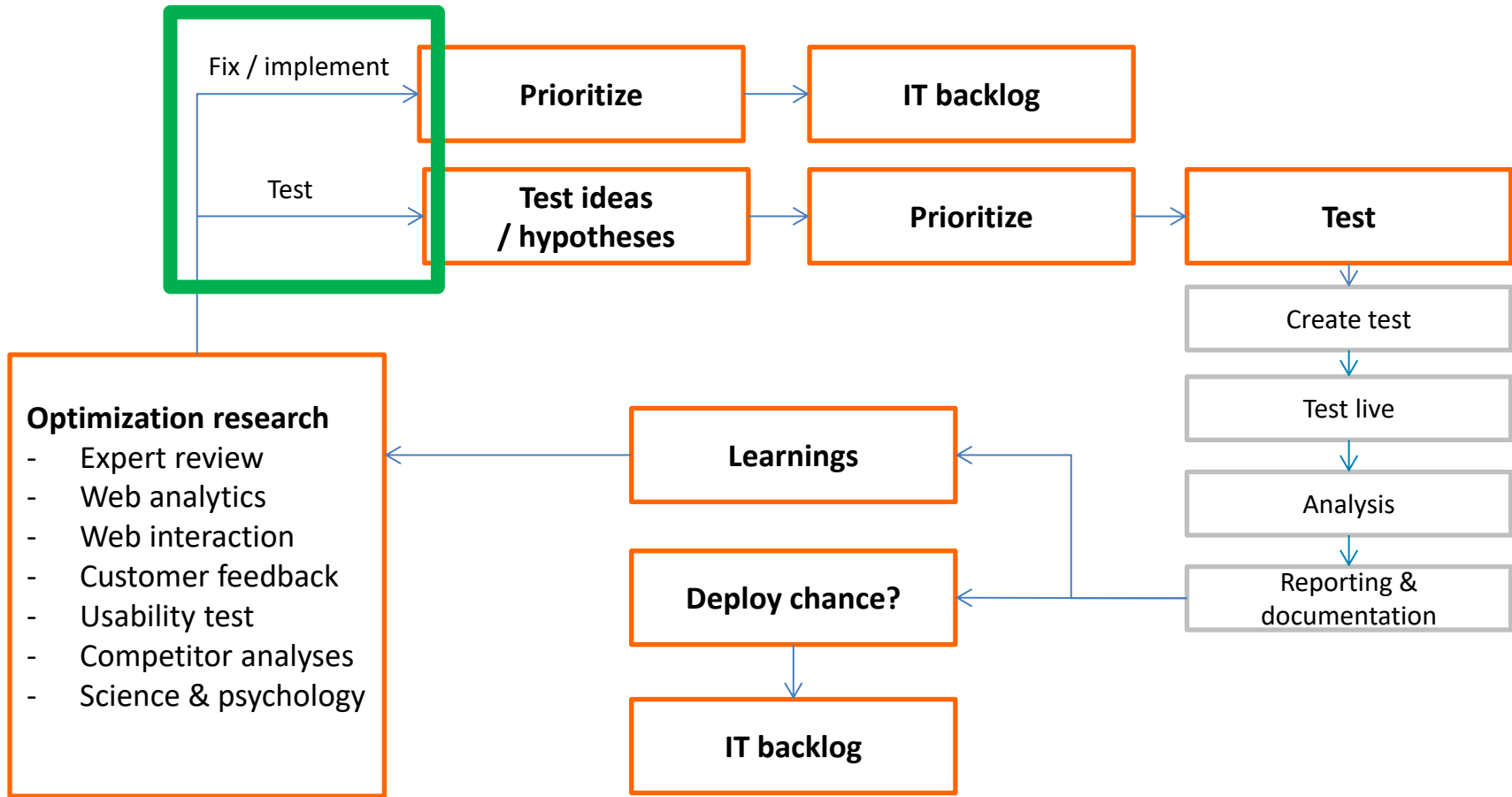
SECTION 3: Test ideas and hypotheses



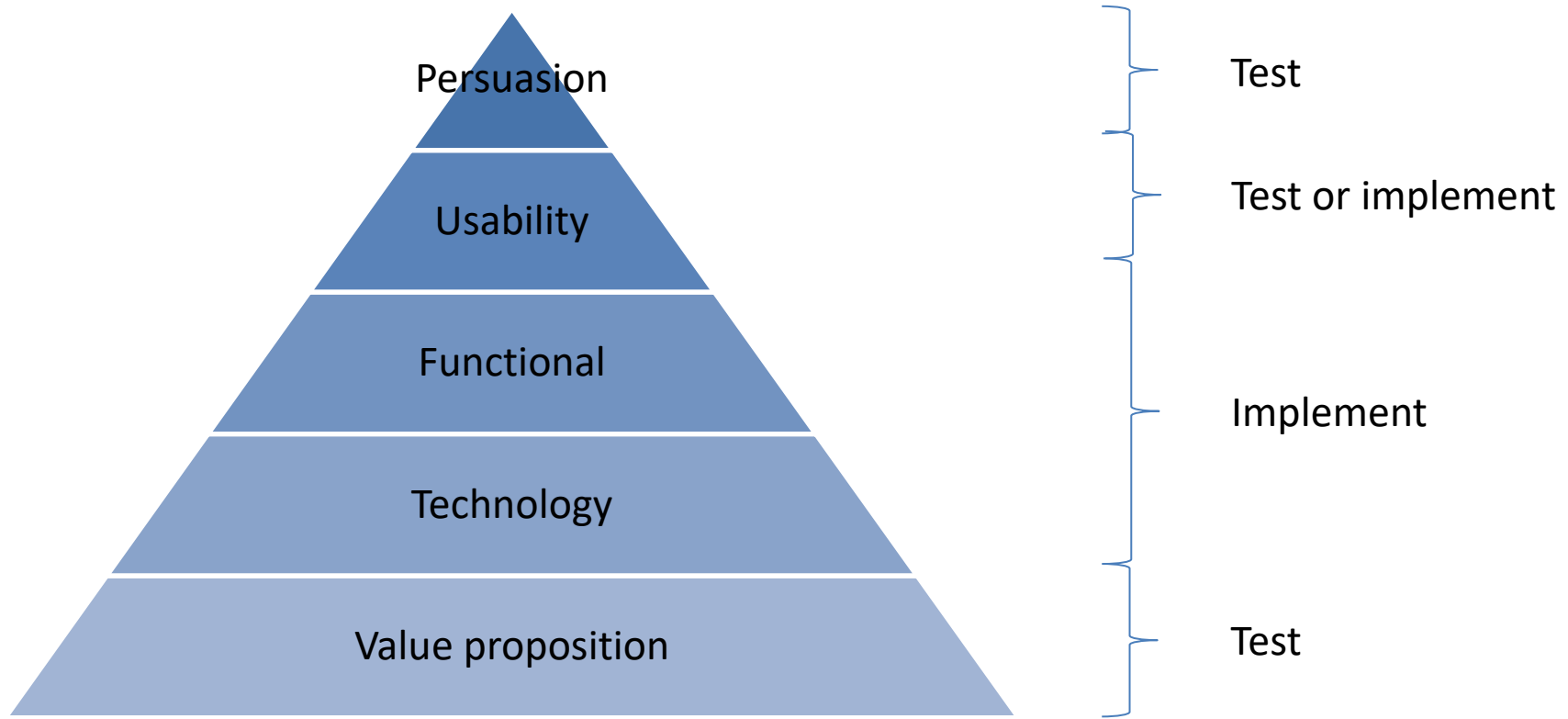


Research

- More and better research = better insights = better a/b tests

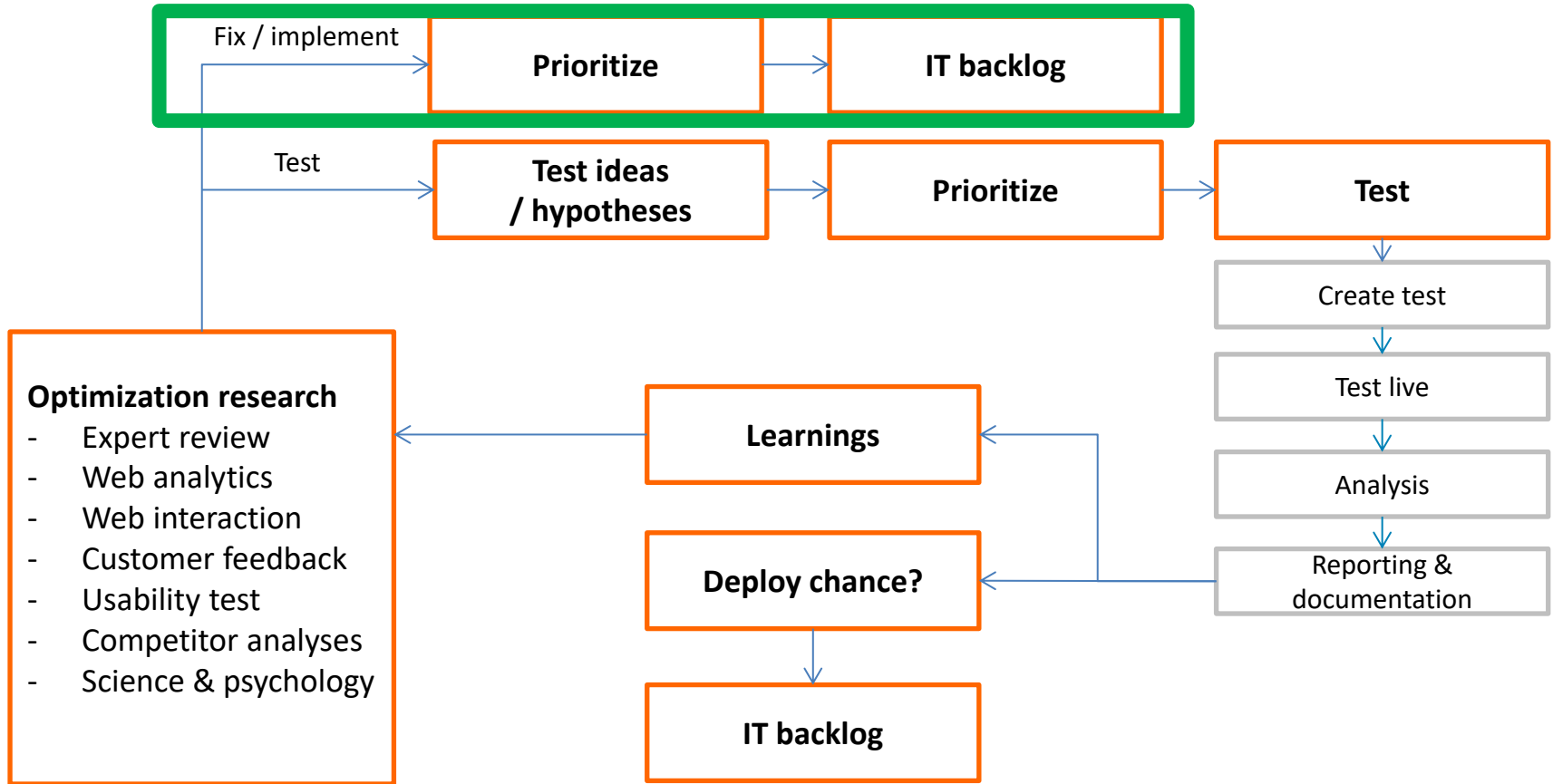


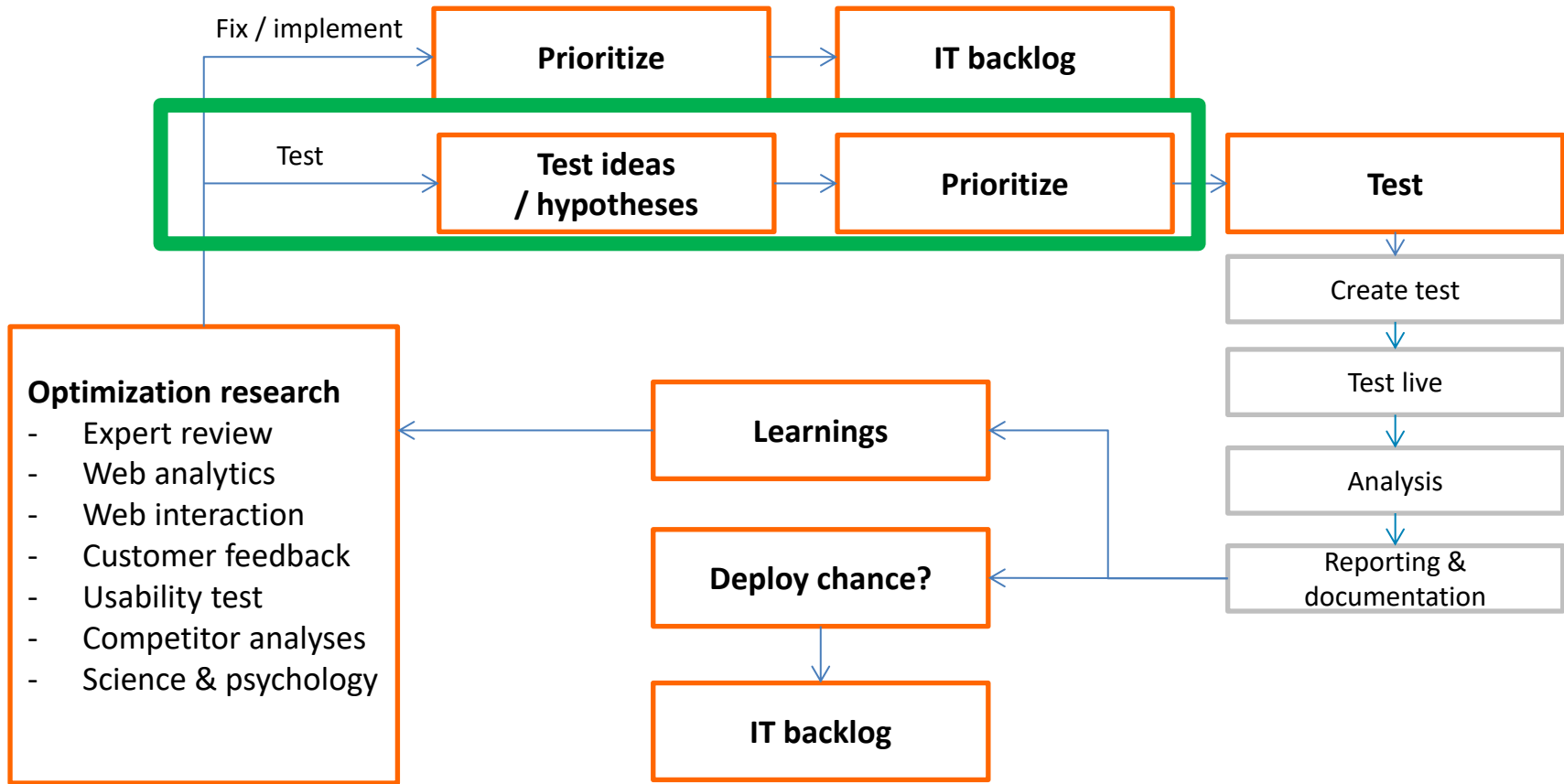
Conversion optimization pyramid





SETTING UP HYPOTHESES





Behavioral hypotheses

- Cluster research findings which belong together
- Create behavioral hypotheses

Bookabus

- One or two days before the trip customer service gets a lot of questions if everything is arranged and going well (customer feedback)
- People have to feel certain when they book for a group, they don't want to lose face (scientific article)
- People look for information about the destination on the travel agency website, not on websites from that destination (scientific article)
- Some visitors are not sure about the details of their trip yet when coming to Bookabus (customer feedback)
- When someone books for a group, he / she feels responsible (scientific article)

“People need certainty and safety when they book a coach / bus online for group travel”

Bookabus

- When someone books for a group he / she is held accountable (scientific article)
- When someone books for a group he needs to be able to explain why he made the choices he did (scientific article)
- People have to feel certain when they book for a group, they don't want to lose face (scientific article)
- Flixbus mentions "private bus" and "own driver" a lot (competitors)

“People need rational benefits before they book a bus for group travel”

Behavioral hypotheses

- A/b testing can verify (or reject) your behavioral hypothesis
- If you have 7+ a/b tests verifying your behavioral hypothesis, you learned something valuable!
- A/b testing is for:
 - conversion optimization
 - learning about your customers

Behavioral hypotheses



Welcome aboard!

When you are organizing your annual company event with 400 employees, it can be challenging to find the right coach or bus. At Bookabus, we help you find the right size and price for your event, making sure you get the best value for your money.

- Company events
- Event trips
- Team building
- City tours
- Airport transfers
- More occasions...



We find the best deals

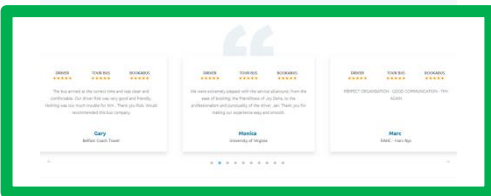
We compare prices from all major coach hire companies to make sure you get the best value for your money.

Safety and quality

All coaches are fully licensed and insured, and we only work with reputable companies.

Personal support

Our customer service team is always on hand to help you with any queries.



The widest variety of buses for every event and group size.



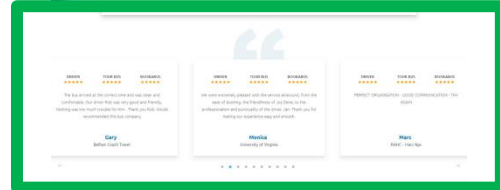
Standard Coach

The perfect bus for every occasion. It's big, it's comfortable, and it's perfect for group travel. It's also the most popular choice for all occasions.

44 - 66

- 40 seats
- 40 seats
- 40 seats
- 40 seats
- 40 seats
- 40 seats

Get a quote now



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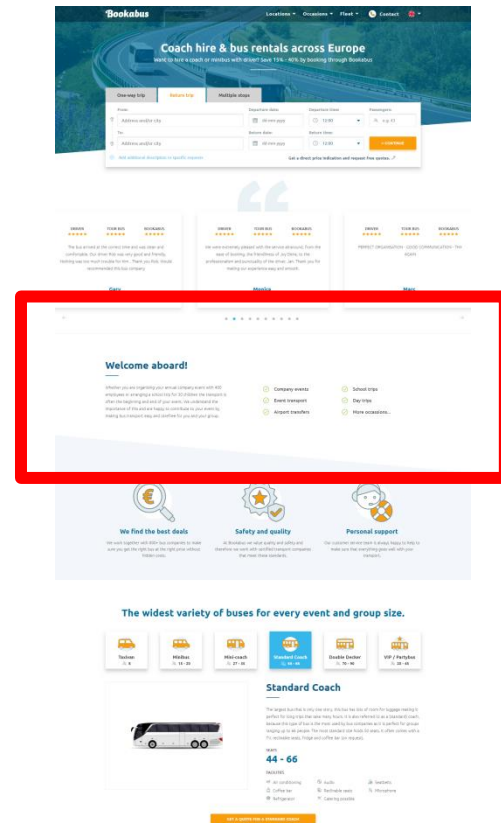
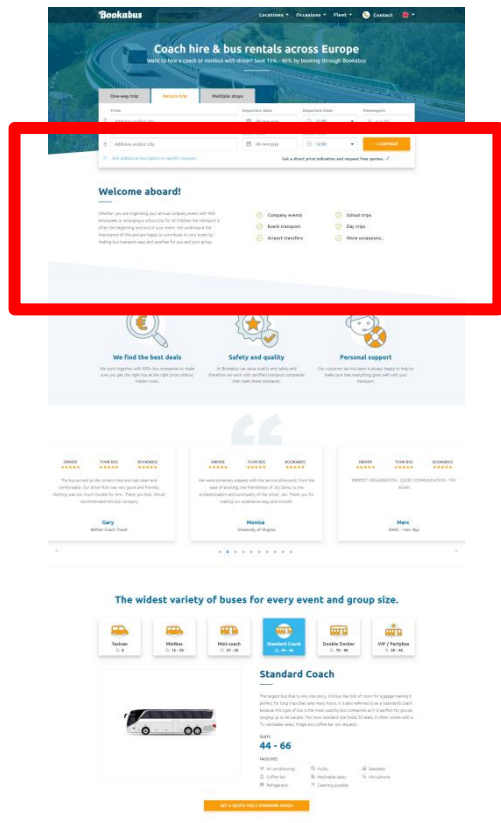
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Test hypotheses

- Create a hypothesis for each a/b test

Changing [element], into [something else], for [audience], results in an increase / decrease for [kpi], because [reason]

Bookabus

Idea: Create a value proposition containing: safety and certainty, own private bus with driver, affordable and hassle free

Changing the value proposition, into a value proposition with three bullet points related to certainty and safety, for all visitors, results in an increase for number of quotes asked, because the visitors feel more safe and certain.

Test hypotheses

Hypotheses help:

- Focus testing
- Know you are doing the right thing
- Learn from tests

Bookabus

Idea: Move overall review rating up from the footer to top of page

Changing the position of the social proof score, to above the fold, for all visitors, results in an increase for number of quotes asked, because the visitors will trust Bookabus more.