GoodUI BLUEPRINTS
STARTER PACK

10 UI IDEAS TO **INSPIRE YOUR A/B TESTING** EXPERIMENTS.

Hi! Here Is What You Should Know :)

HOW TO USE BLUEPRINTS

Blueprints are ideas that are ripe for testing, and we invite you to do so. Being experimental in nature, they are waiting to be tried out in the form of an a/b test. Each idea focuses to raise a given metric such as more signups or purchases and contains a hypothesis to support that. Blueprints are here for you to stir your creativity and fuel your experiments.

SHARE THE GOODNESS

Please feel free to share, email and/or Tweet this PDF or URL (www.goodui.org/blueprints) with anyone you wish. This starter pack is free for all to use and get inspired from.

MORE BLUEPRINTS? GET MORE HERE

Liking what you see and want more? We're adding two new Blueprints each month for members with a Datastories subscription (www.goodui.org/datastories)

NEED EXTRA HELP?

Would you like to test some of these or other ideas in the form of an optimization project, but don't know where to start? No problem. Here at Linowski.ca, we run optimization projects for a living and would be glad to help out. Reach out to me at jakub@linowski.ca to start a conversation.

B01 FREE-TO-LEAVE PRICING PAGE

Intent: More Purchases

Version: 1.0

HYPOTHESIS IF freedom is reaffirmed and the loss of not purchasing is made clear on a pricing page, THEN purchases should increase.

WHAT IF one pricing option was not really a purchase focused one, but instead explained what would happen if customers chose not to buy? Loss Aversion (GoodUI 30) and Reaffirming Freedom (GoodUI 54) could be a good match in the context of a typical pricing page.

Some Pricing Page

Some Pricing Page

1024 x 768

Silver Plan
$19 / month

Get This

Gold Plan
$39 / month

Get More

Without A Plan
$0, Nil, Nada.

We understand if You don't purchase today. The benefits of <some benefit> and <some benefit> we'll just keep to ourselves for now. :)

idea **30** Loss Aversion

idea **54** Reaffirming Freedom

idea **54** Reaffirming Freedom

It's your choice.
Take it or leave it.

WHAT TO MEASURE

1. Set the **primary metric** to **revenue** with a visit to a goal page.

2. Secondarily also measure individual plan purchases, ideally with **page visits** and **clicks**.
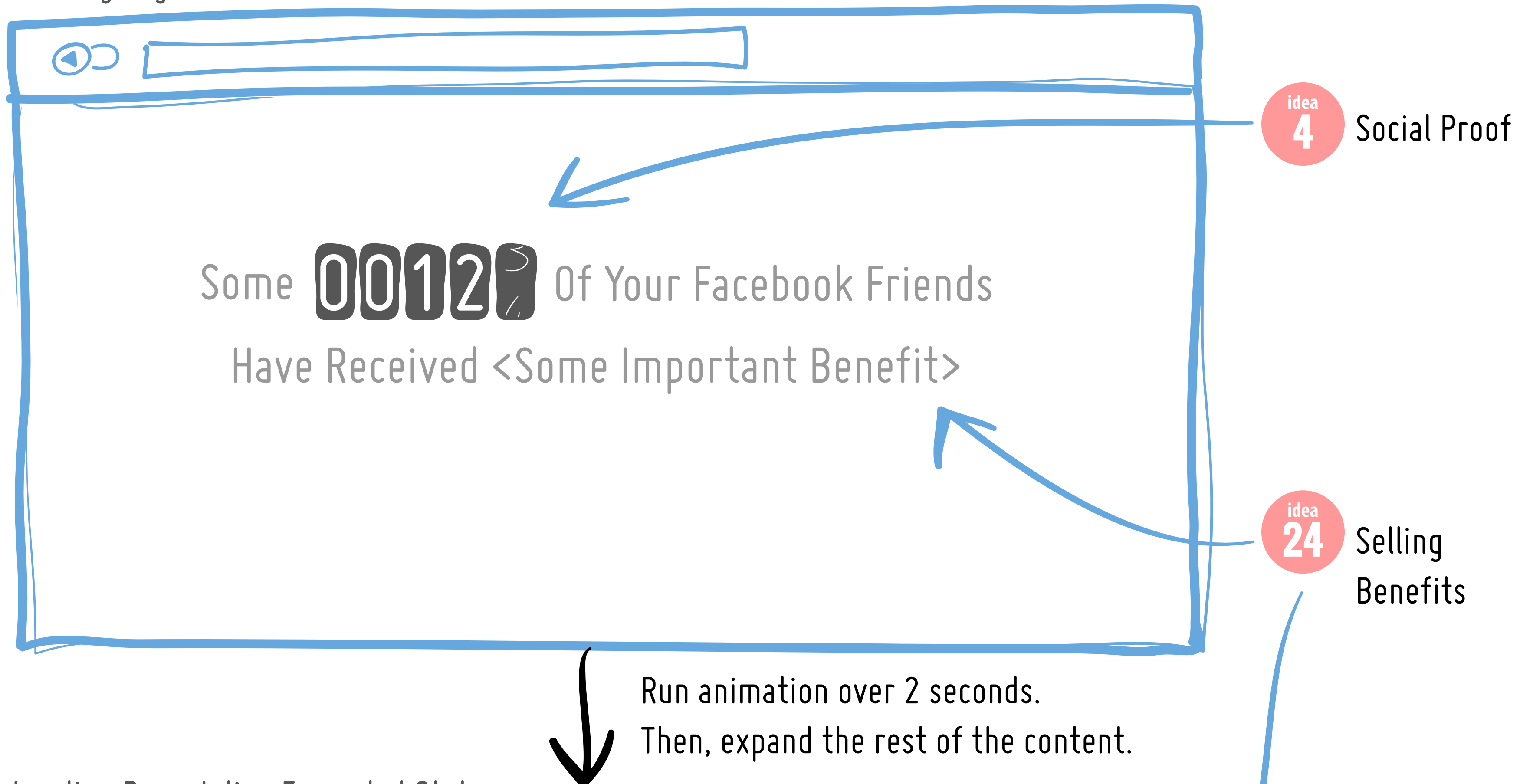
B02 FRIENDS WITH BENEFITS

Intent: More Signups

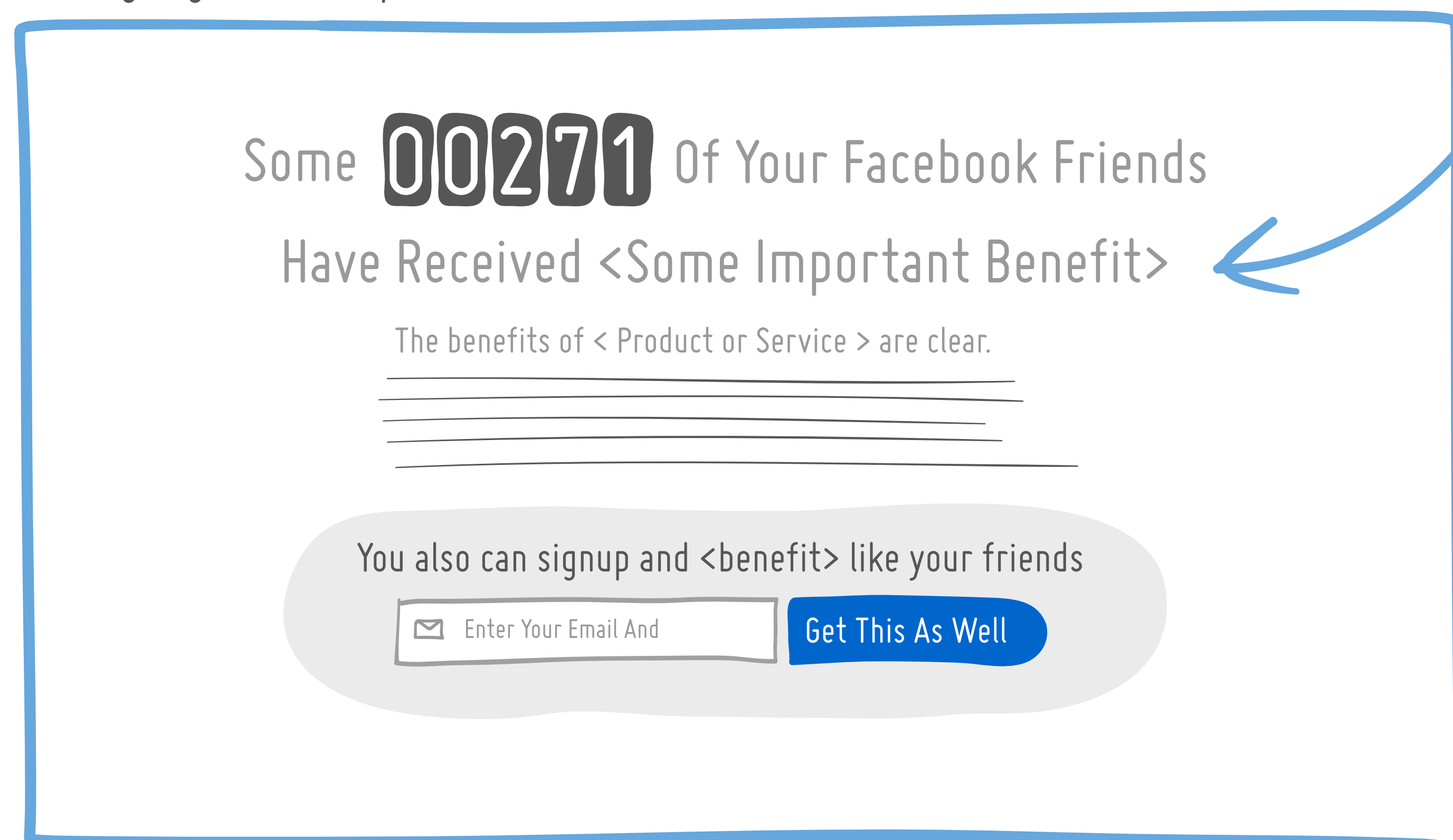Version: 1.0

HYPOTHESIS IF social proof is combined with clear benefits on a landing page, THEN signups should increase.

WHAT IF an animating counter of someone's Facebook friends unfolded into a benefit that they are experiencing, which in turn lead to signup? Using Social Proof (GoodUI 4) and Selling Benefits (GoodUI 24) could be a good combination worth a try.

Landing Page: Default State

1024 x 768

Some **0012** Of Your Facebook Friends
Have Received <Some Important Benefit>

idea **4** Social Proof

idea **24** Selling Benefits

Run animation over 2 seconds.
Then, expand the rest of the content.

Landing Page: Inline Expanded State

Some **00271** Of Your Facebook Friends
Have Received <Some Important Benefit>

The benefits of < Product or Service > are clear.

You also can signup and <benefit> like your friends

Enter Your Email And   **Get This As Well**

WHAT TO MEASURE

1. Set the **primary metric** to **signups** with a visit to a goal page.

2. Secondarily also measure **clicks on button**.

B03 FAST-OR-GRADUAL

Intent: More Signups

Version: 1.0

HYPOTHESIS IF users' time is respected by giving them the choice for a short or longer signup, THEN overall signups should increase.

WHAT IF we placed a super quick signup based on Fewer Form Fields (GoodUI 13) against a lengthier, yet more customized signup with Gradual Engagement (GoodUI 22)?

Some Signup or Landing Page

1024 x 768

Let's Get Started With < Something >

We Can Go About Signing Up In Two Ways

idea 13 Fewer Form Fields

Ultra Fast

If you **value your time** above all else.

Enter Your Email

Be Done In 3 Seconds

Slow And Steady

If you prefer a more **tailored** start.

How Would You Like To <Benefit>?

< Benefit 1 >   < Benefit 2 >

(Not longer than 2 minutes.)

idea 22 Gradual Engagement

The signup process continues with additional questions.

WHAT TO MEASURE

1. Set the **primary metric** to **signups** with a visit to a goal page.

2. Secondarily also measure **clicks on all button** separately.

3. Also measure **visits** to each step in the slow-and-steady flow.

B04 OPT-OUT ONE BY ONE

Intent: Higher Plan Purchases
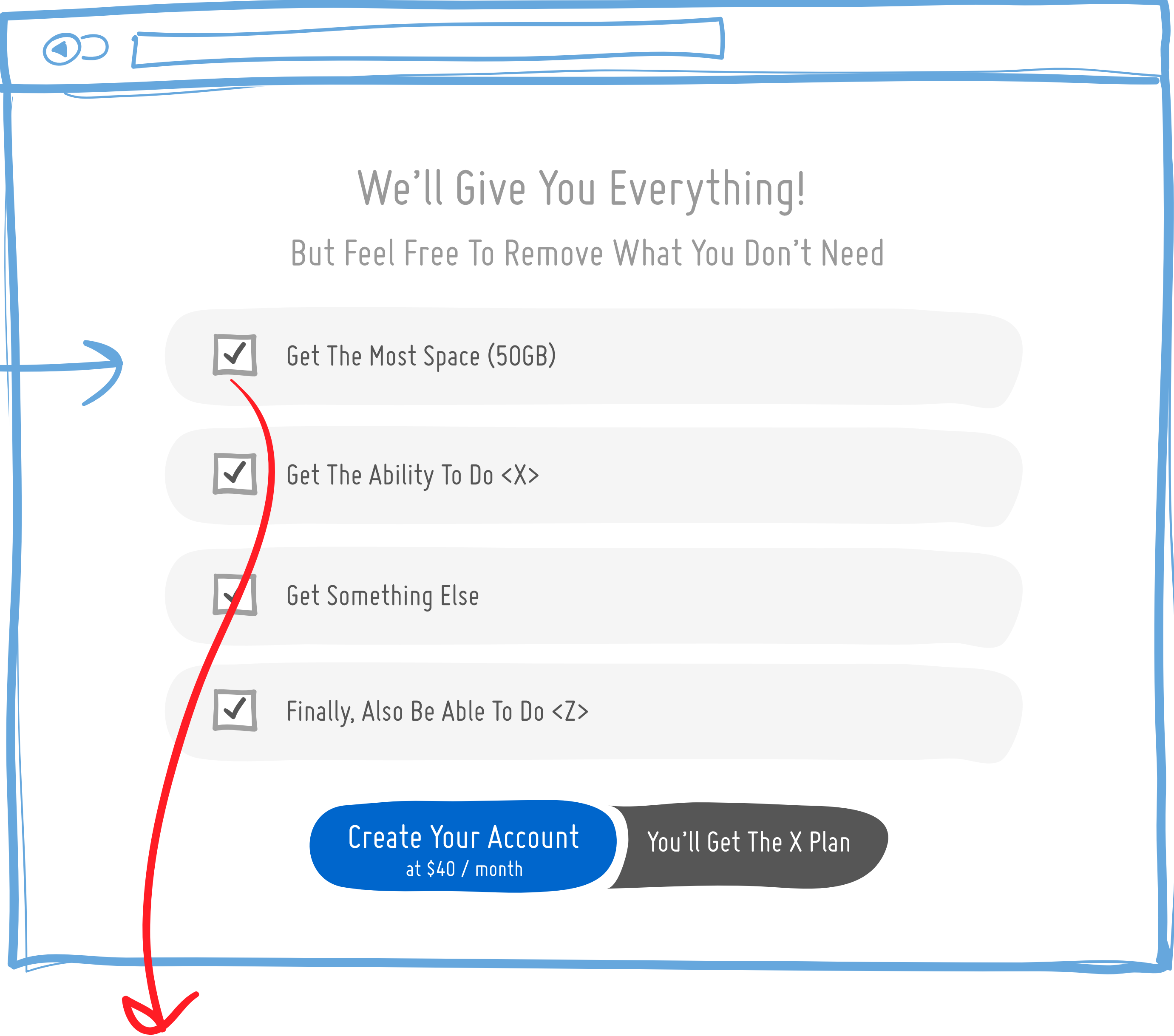
Version: 1.0

HYPOTHESIS IF all plan options are enabled up front and users are forced to opt-out of them, THEN purchases of higher plans will increase.

WHAT IF we used the Opt-Out (GoodUI 26) approach on a plan page where users would start off with most options enabled? More so, unchecking each option would communicate that users will be receiving less – possibly making use of Loss Aversion (GoodUI 30).
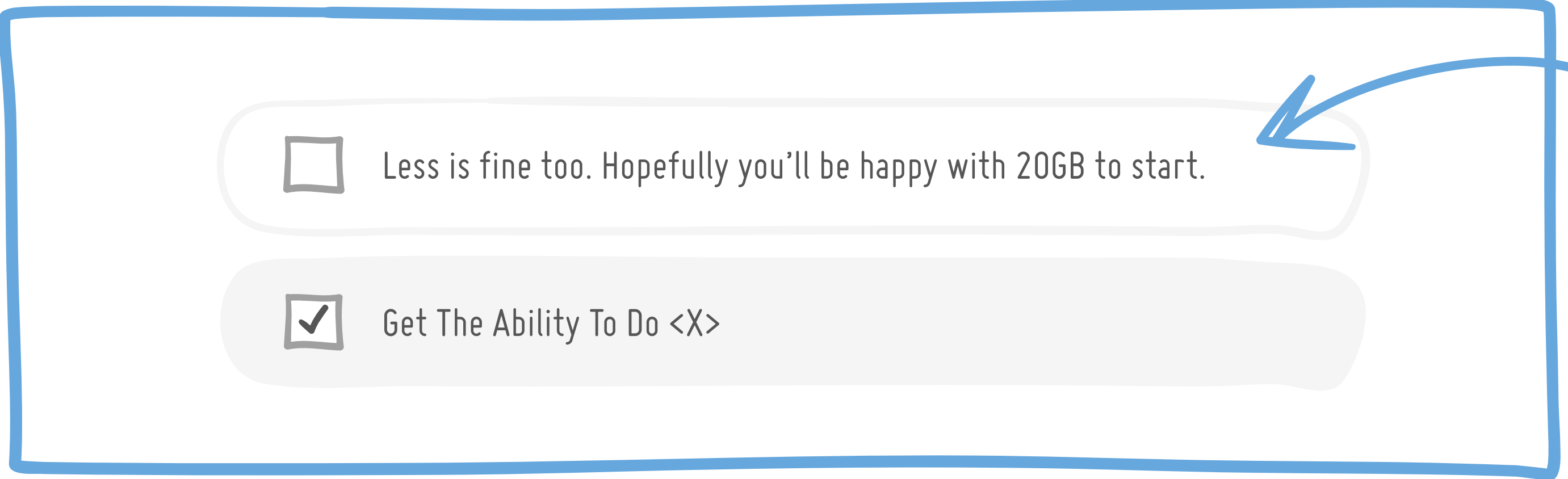
Some Plan Selection Page

1024 x 768

We'll Give You Everything!
But Feel Free To Remove What You Don't Need

idea 26 Opt-Out →

- ☑ Get The Most Space (50GB)
- ☑ Get The Ability To Do <X>
- ☑ Get Something Else
- ☑ Finally, Also Be Able To Do <Z>

Create Your Account at $40 / month | You'll Get The X Plan

Unchecked Option State

- ☐ Less is fine too. Hopefully you'll be happy with 20GB to start.
- ☑ Get The Ability To Do <X>

idea 30 Loss Aversion

WHAT TO MEASURE

1. Set the **primary metric** to **purchases** with a visit to a goal page.

2. Secondarily also measure the **selected plan purchase**.

B05 BUY-OR-ASK

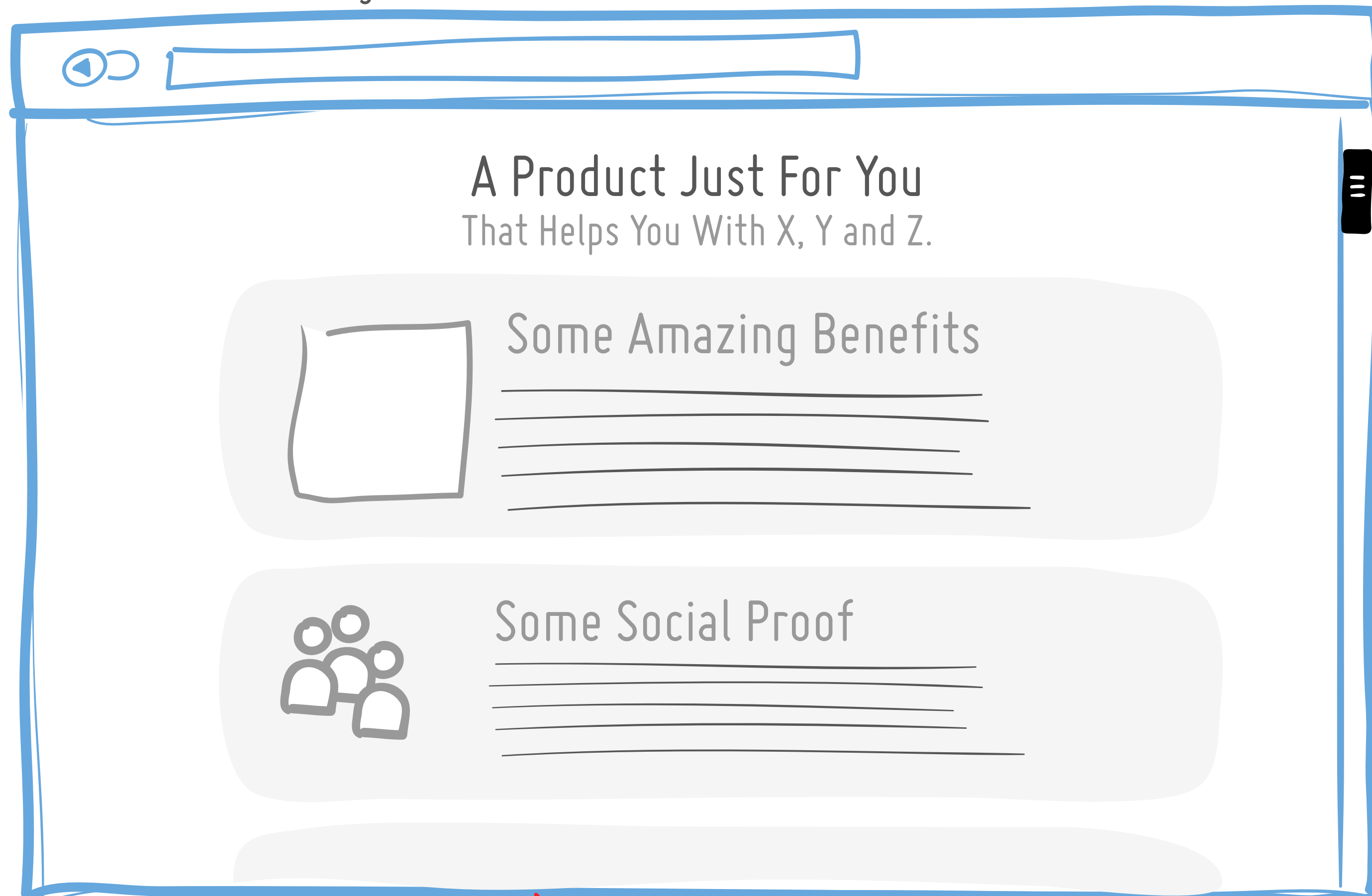Intent: More Leads And Eventual Purchases

Version: 1.0

HYPOTHESIS IF the choice to purchase or ask a product related question is made visible, THEN eventual product purchases will increase.

WHAT IF an Attention Grabbing (GoodUI 56) footer was applied at the bottom of a product page that would Reaffirm Freedom (GoodUI 54) with a very clear choice. The user could either purchase the product or perform a Smaller Commitment (GoodUI 44) of asking a product related question.

A Produt Or Service Page

1024 x 768

A Product Just For You
That Helps You With X, Y and Z.

Some Amazing Benefits

Some Social Proof

idea 56 Attention Grabs

User Scrolls To Bottom Of Page

Scrolled Down State

idea 44 Smaller Commitment

Your Choice   **Get Yours Today** for only $29   **Or Ask Us Any Product Question** if it's too soon to purchase   [Ask]

idea 54 Reaffirming Freedom

Footer becomes "sticky" once page bottom is reached

Asked State

Your Choice   **Get Yours Today** for only $29   We'll Also Need An **Email** To Get Back To You   [Get That Answer]

Question is answered later by support staff

WHAT TO MEASURE

1. Set the **primary metric** to **purchases** with a visit to a goal page.

2. Secondarily also measure each **question request**.

B06 SUPER SMART DEFAULTS

Intent: More Signups

Version: 1.0

THANKS FOR SHARING TO: Guido García Bernardo
Inspired by www.svbtle.com/signup

HYPOTHESIS IF additional fields (ex: first & last name) are prefilled based on an entered email, THEN the number of signups will increase.

WHAT IF following fields were filled out automatically based on the provided information from some preceding fields higher up. This would be making use of Smart Defaults (GoodUI 28) and Upfront Progress (GoodUI 42). As an example: a user first enters their email address, from which their full name and description are automatically prefilled.

Signup Page

1024 x 768

Hey There

Email

Choose a Password

First name

Last name

Get Your Account

User Fills Out Email Address And Focuses On Password

idea **28** Smart Defaults

First Field Filled Out State

Hey There

email   joe@hotmail.com

password I

first name Joe

last name Smith

Get Your Account

idea **42** Upfront Progress

Additional fields are prefilled

WHAT TO MEASURE

1. Set the **primary metric** to **signups** with a visit to a goal page.

2. Secondarily also measure **clicks on the call to action**.

B07 TARGETED BENEFITS

Intent: More Signups Or Purchases

Version: 1.0

THANKS FOR SHARING TO: Aaron Davis
www.aarondavdesign.com

HYPOTHESIS

IF users identify themselves with a group which then tailors content based on their choice, THEN conversions will increase.

WHAT IF users were made to choose a segment or target audience label when they first landed on a page. Making use of Telling Who It's For (GoodUI 9) combined with Transitions (GoodUI 21) the content below could then organize based on the selection.

Product Page

1024 x 768

idea **9** — Telling Who It's For

We Know Our Product Isn't For Everyone

It's for [Interaction Designers] [Marketers] [Growth Hackers] Which one are you?

Here is what it does

User Selects Target Audience

Reorganized Content State

It's for [Interaction Designers] [Marketers] [Growth Hackers] Which one are you?

Nice. The 3 reasons why Interaction designers love <Product X> are ...

idea **21** — Transitions

WHAT TO MEASURE

1. Set the **primary metric** to **signups or purchases** with a visit to a goal page.

2. Secondarily also measure **clicks on each of the target audience options**.

B08 CURIOSITY PRICING

Intent: More Signups Or Purchases

Version: 1.0
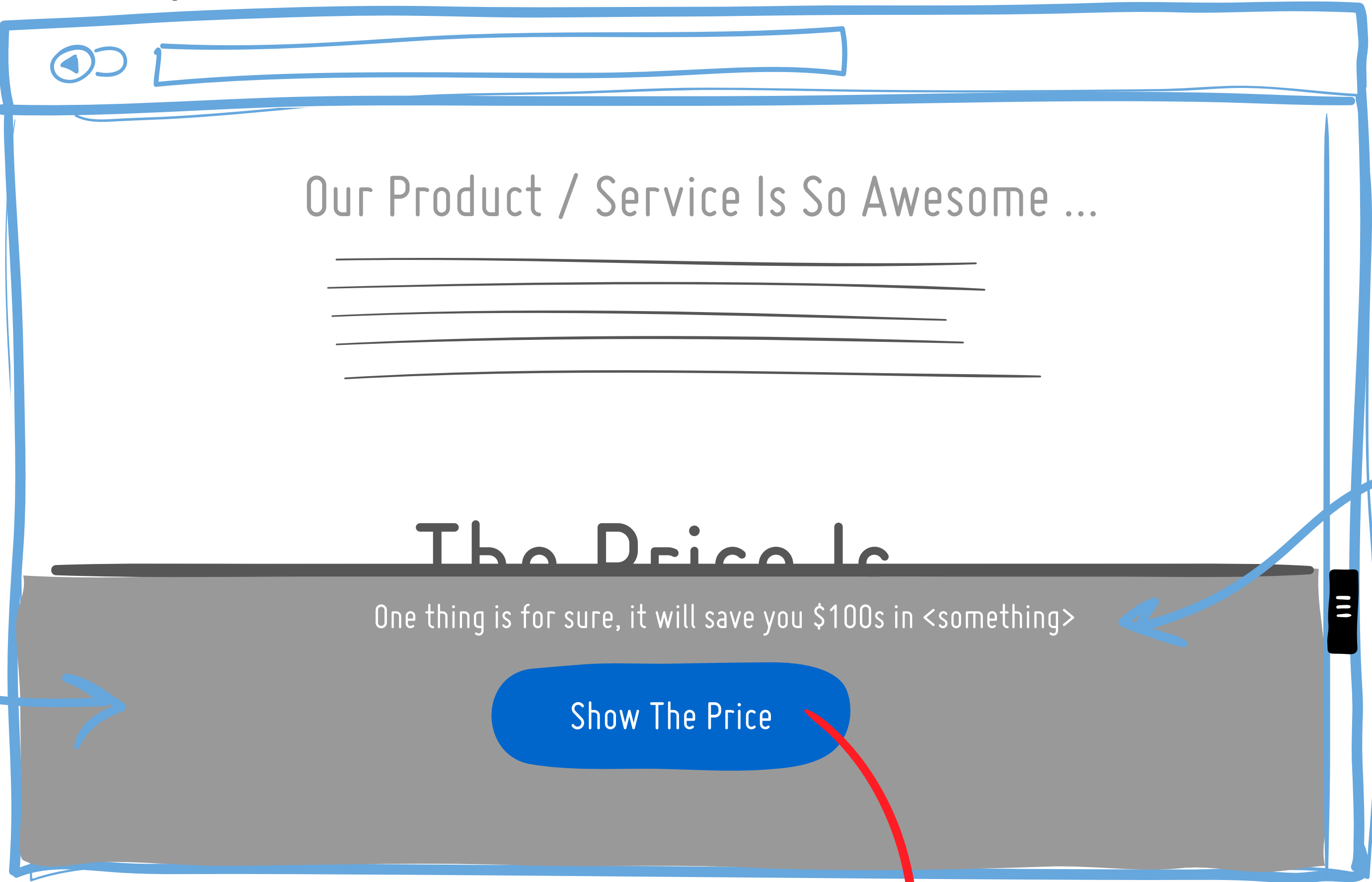
Thanks For Sharing To: Francisco Jofré Núñez

HYPOTHESIS IF pricing is hidden and only shown in in the context of its value at the end, THEN purchases will increase.
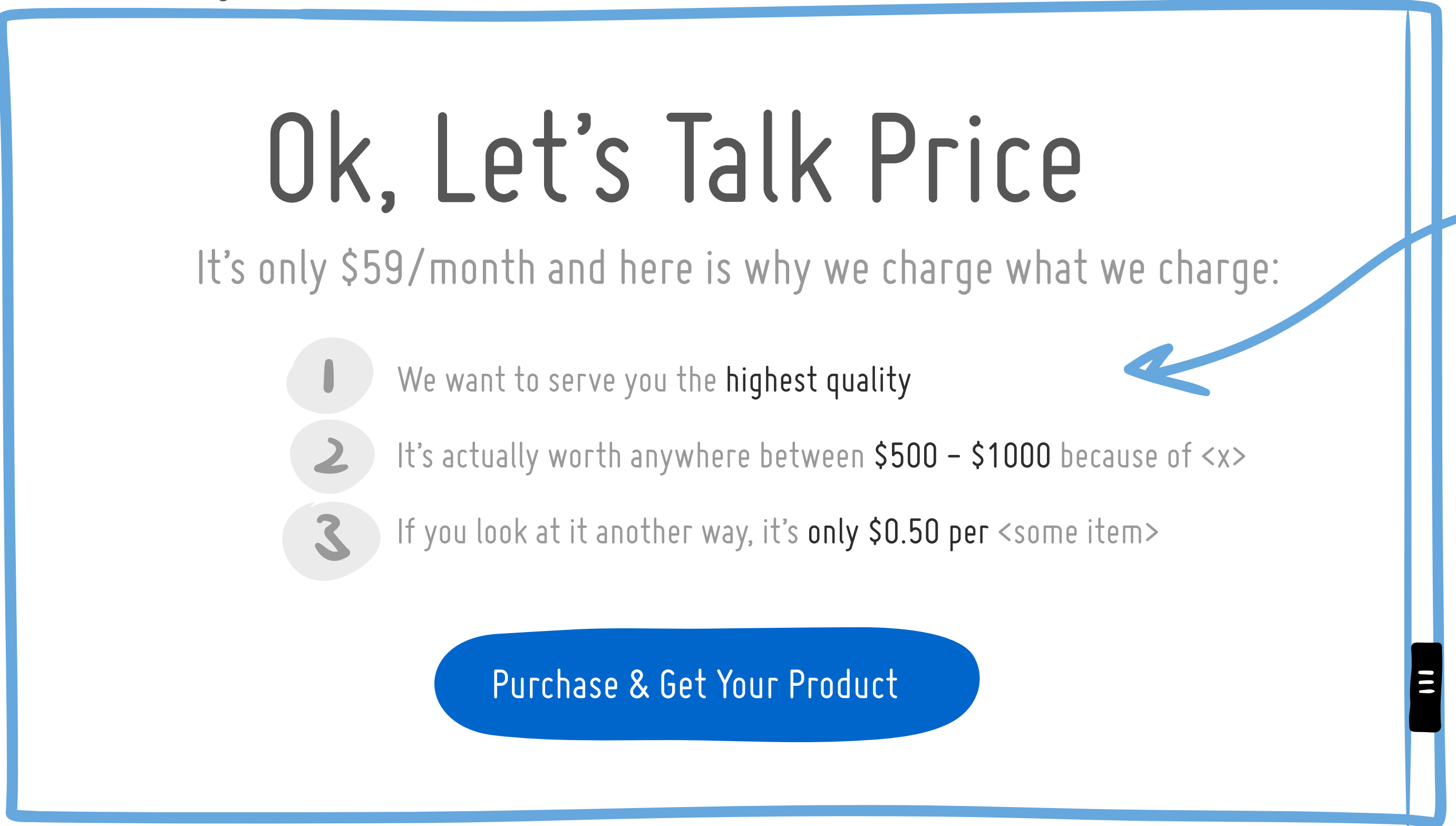
WHAT IF pricing information with hidden from view and only teased at the bottom of the page with some Curiosity (GoodUI 49). When the time is right, the user could unveil the pricing information along with with proper framing of the value (GoodUI 51) and Anchoring (GoodUI 41).

Product Page

1024 x 768

Our Product / Service Is So Awesome ...

The Price Is

One thing is for sure, it will save you $100s in <something>

Show The Price

idea **41** Anchoring

idea **49** Curiosity

Shown Pricing State

Ok, Let's Talk Price

It's only $59/month and here is why we charge what we charge:

1. We want to serve you the **highest quality**
2. It's actually worth anywhere between **$500 – $1000** because of <x>
3. If you look at it another way, it's **only $0.50 per** <some item>

Purchase & Get Your Product

idea **51** Price Illusions

WHAT TO MEASURE

1. Set the **primary metric** to **purchases** with a visit to a goal page.
2. Secondarily also measure **clicks on "Show The Price"** button.
3. Also measure **how many people reached the bottom** of the screen.

B09 I KNOW YOU ADDED TO CART
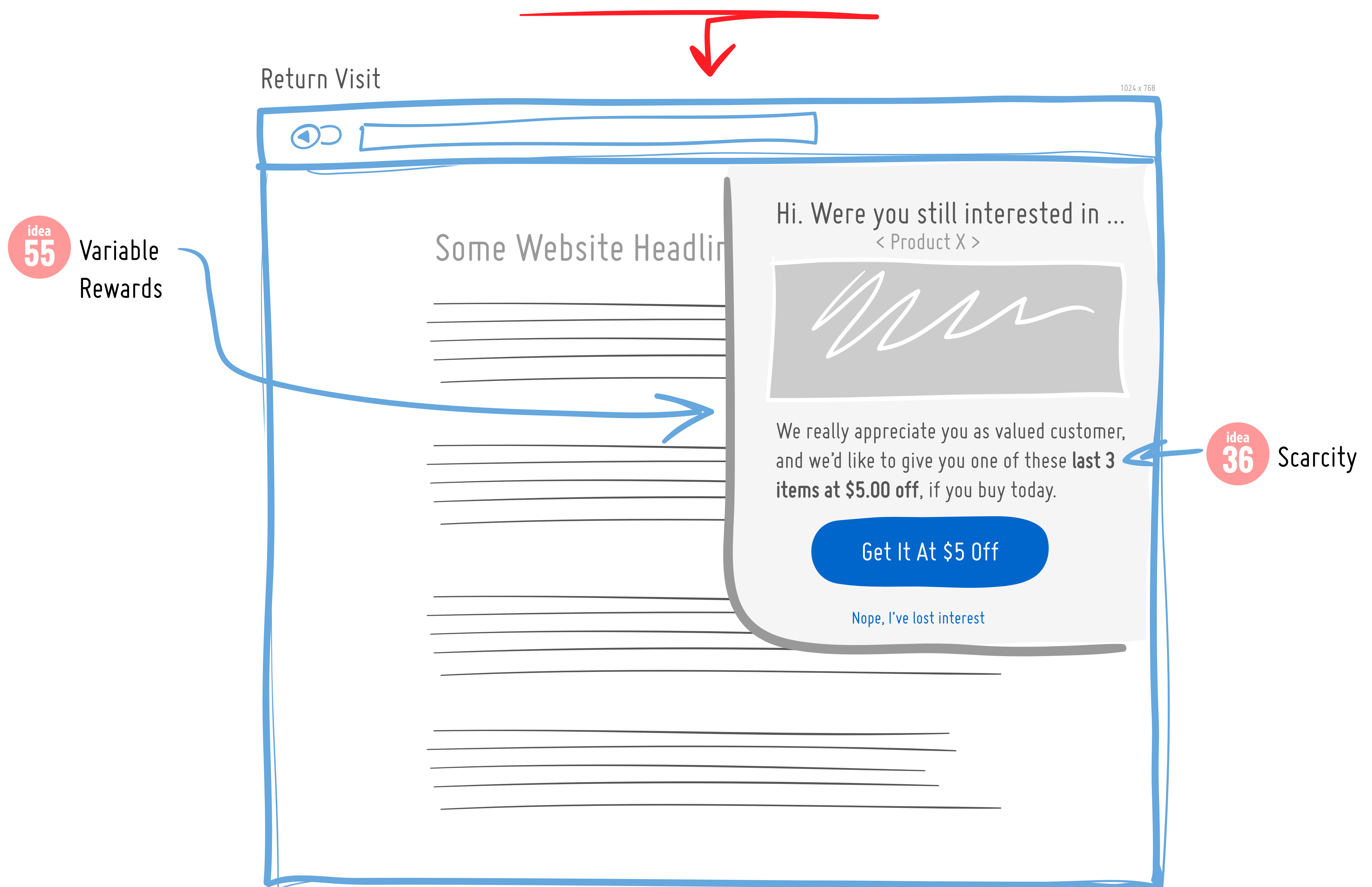
Intent: More Purchases

Version: 1.0

THANKS FOR SHARING TO: Jonathan Horowitz
www.twitter.com/UXJAH

HYPOTHESIS IF customers are provided with random rewards and offers after leaving with items in their carts, THEN purchases will increase.

WHAT IF return customers were teased with Variable Rewards (GoodUI 55) after leaving a site with an unpurchased item in their carts. Could Scarcity (GoodUI 36) based offers sent out with some randomization help to close the sale?

A return customer adds X item(s) into their cart, who is already recognized through past purchases, but then leaves to come back another day (possibly with an email reminder).

Return Visit

1024 x 768

idea **55** Variable Rewards

Some Website Headli

Hi. Were you still interested in ...
< Product X >

We really appreciate you as valued customer, and we'd like to give you one of these **last 3 items at $5.00 off**, if you buy today.

Get It At $5 Off

Nope, I've lost interest

idea **36** Scarcity

WHAT TO MEASURE

1. Set the **primary metric** to **purchases** with a visit to a goal page.

2. Secondarily also measure return **visits to the site**.

B10 PLAN YOUR PURCHASE

Intent: More Purchases

Version: 1.0

THANKS FOR SHARING TO: Darragh McCarthy
www.twitter.com/drraah

HYPOTHESIS

IF users express their maximum budget for a site which could be used as a personal reference point, THEN purchases will increase.

WHAT IF the content on a site was organized based on a user expressed budget. The high budget number could then be used as an Anchor (GoodUI 41) by first showing suggestions which fall iun below that provided amount.

Product Page

1024 x 768

Before We Go Much Further

What Do You Think Is Your Maximum Spend For A <Product Category>?

$100+ $80 or so $60 or so $40 or so $20 or so   I Have No Idea

We're asking in order to tailor what we can offer to you.

Selected Budget State

Thanks For Letting Us Know You Want To Spend **Around $60** or so   Adjust

idea **41** Anchoring

Option A: For Just $34

We can get you this

Option B: For Just a Bit More +$10

We can get you something even better

WHAT TO MEASURE

1. Set the **primary metric** to **purchases** with a visit to a goal page.

2. Secondarily also measure **clicks on each of the budget options**.

Thanks

HOPING YOU WERE INSPIRED

Also a big thanks to all the GoodUI readers who contributed with their amazing ideas (I still haven't managed to sketch out all of the submitted ideas – but will be adding additional ones and crediting more people in the future).