

Mobile Add to Cart Button Placement

Armadillo Hat Company

Objective:

This test is trying to increase the mobile conversion rate by seeing if the add to cart button is placed above the product image so users don't have to scroll down to add the item to cart. Conversions will increase. Colors and sizes will also be tested

Hypothesis:

Adding the Add to Cart Button above and below the product image will increase the amount of people who visit the cart.

Result Summary: Failure

Overall the color and placement did not make any drastic changes, but the slight changes it made were negative.

Experiment Design:

Create various versions where the add to cart button is placed in different locations along with different color and sizes.

Control:

Free Shipping On Orders Over \$75



ARMADILLO HAT CO.

Home » Hats » Fort Worth Feather 403



Fort Worth Preview Mode

Mobile Add to Cart Butto... Control

Logo

CENTERED OFFSET

Quantity

- 1 +

Add to Cart

Twitter Like 142 Save 3

Product Details

PH403

- Crown: D-Series crown shape | Pro-Stitched Knit | Universal fit
- Visor: U-Shape Visor technology | Contrast undervisor | Contrast stitching | D-Series shape | Shaped flat
 - Swivelband: Performance swivelband
 - Closure: Plastic snap adjustable
 - Size: Adult | One size fits most
 - Fit: Onezo



U-Shape Visor: Whether flat or curved, our U-Shape visor allows you to shape it how you want it.



Similar items



Little Wing 403
\$28.00

John Wayne
\$27.00



Peaco
\$28.00

Ace 104
\$28.00



Doc 104
\$27.00

Roosevelt
\$28.00

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Button Above and Below:

Free Shipping On Orders Over \$75



ARMADILLO HAT CO.

Home » Hats » Fort Worth Feather 4D3

Add To Cart



Fort Worth Feather 4D3

\$27.00

Logo

CENTERED

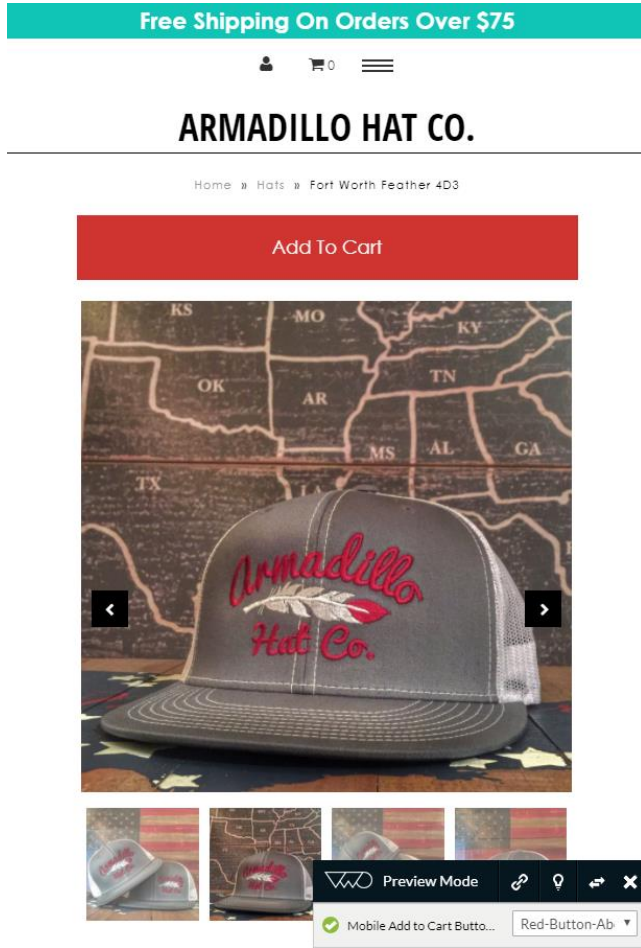
OFFSET

Quantity



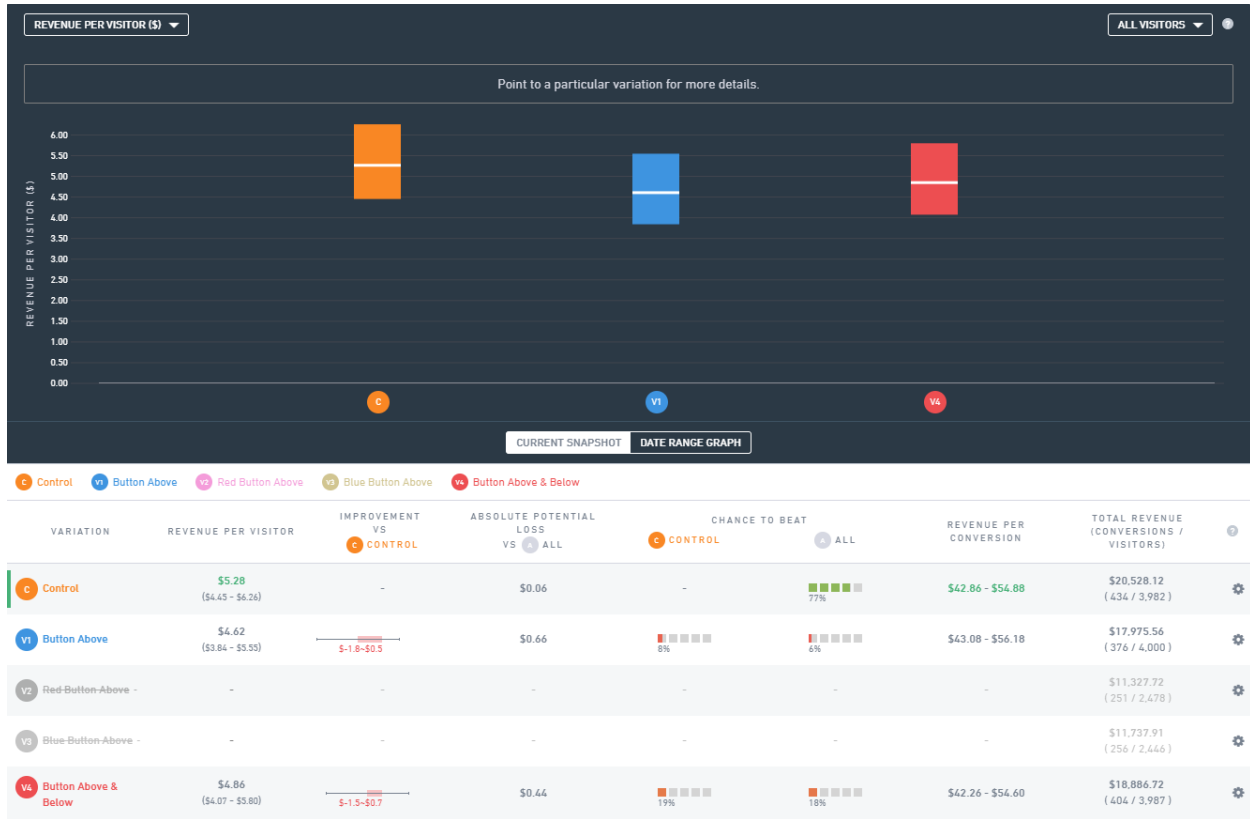
Add to Cart

Button Above Red:



Results:

Revenue Chart



Checkout Page Visits:

