# What's in a strategic testing roadmap?

**Metrics:** these are objectivespecific, and map to higher org goals intentionally. They help make the objective a SMART goal.

**Objective:** written in a specific "How might we" format, and is derivative of the research insights ideally.

Solution options: strategies and tactics that can effect the metrics of concern and thus the objective."

How might we... Improve Content Clarity & Navigation on the website experience?

#### **KPIs**

- Sign Up CTA Clicked
- Sign Ups Completed
- Company Leads
- Reduce registration flow drop-offs

#### SOURCES

- Analytics
- Heuristic review
- Usability studies

#### STRATEGIC RECOMMENDATIONS

### **Targeting Clarity on the** Homepage

Adding a secondary CTA to the Hero for the B2B visitors to see the relevant content for them easily.

### General Lack of Clarity on **How the product Works**

Adding a new blade to the homepage explaining what the product is and how it works in order to reduce cognitive load.

#### TACTICAL RECOMMENDATIONS

#### Site Hierarchy & Consistency

Making sure the navigation items are consistent across the site.

**Pricing Model Narrative** 

Modifying the CTA language and highlight that the product is not available for everyone in order to increased perceived value.

#### **Product Differentiation**

Introducing a new blade for the end user target where the product is compared with other alternatives.

### Free Account/Trial Visibility

Unifying the multiple available CTAs to have a unique and consistent offering through the homepage and relevant pages.

## **FAQ Relevancy & Placement**

Removing the "Questions?" section and moving the links to the FAQ to a different section or page.

#### Partner Inquiry Consistency

Creating a consistent and clear partner inquiry and integration request experience.

Research sources: the objective and solution options should be derivative of customer and market research.

