

# Site Merch Monthly Update

**Projects under Tech teams:**

- Onsite App Banners
- Trust Reinforcement Component
- React eCommerce Mobile App

**Projects under my control:**

- Project Century Site Build (Morvélo)
- Horizontal Facets – post live review
- Clickable brand logo on PDP

# Onsite App Banners

**Status:** In Progress

**Estimated completion date:** Ongoing

## What?

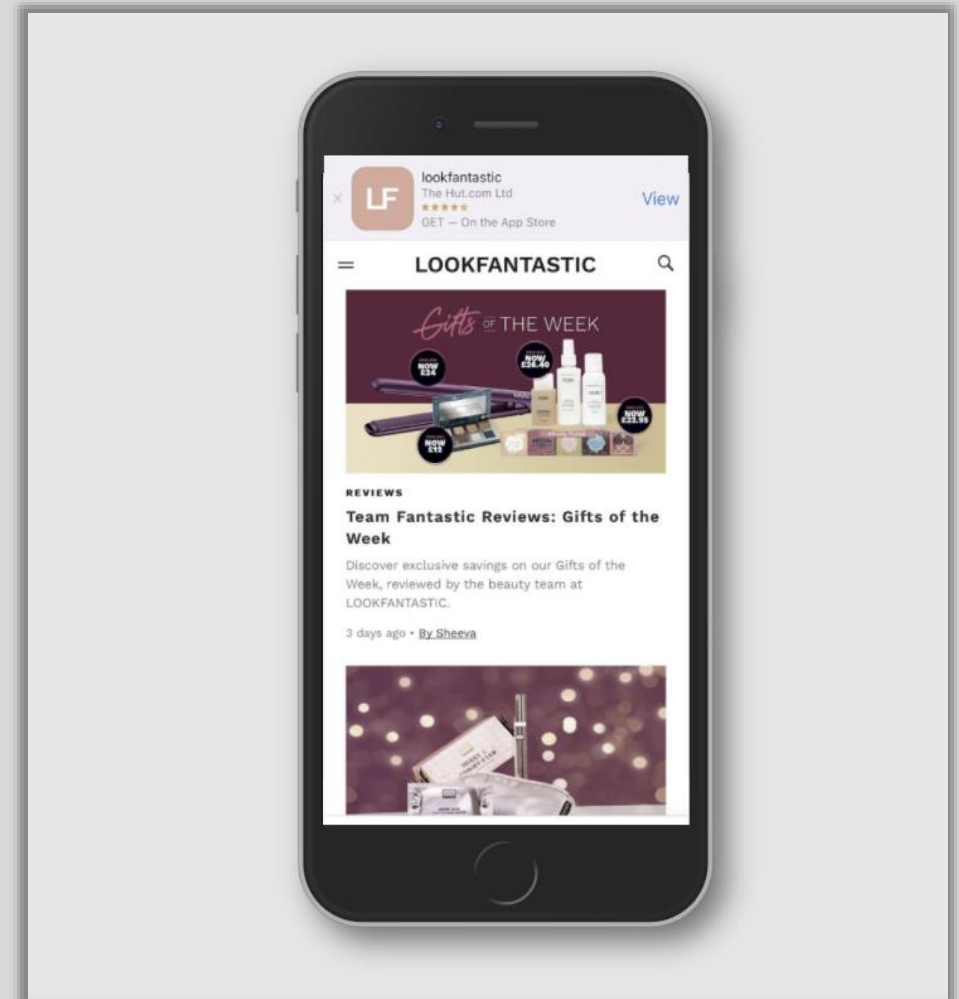
Create an app banner to be displayed on PBK UK & US, to encourage users to install the app

## Why?

Increase awareness and downloads of our app as they currently have a higher conversion rate than the website

## What's new this time?

- QA complete, bugs fixed, test live
- Test live: 7/7 to 4/8
- Daily results are reported [here](#)



# Trust Reinforcement Component

**Status:** In development

**Estimated completion date:** July 2021

## What?

Introduce a new component on PDP for displaying product related messages

## Why?

Introduce product related elements displayed in a concise & user-friendly manner, to strengthen customers confidence in our brands after-sales and guarantees on PDP.

## What's new this time?

- The A/B test setup has been completed and the widget slot is now live – will be released with the next scheduled release
- Currently elaborating a setup guide for traders (PRA), so it would be easier for them to populate the widget
- Final testing to be performed once the trading setup is done

The screenshot shows a product page for MAC Studio Fix Fluid SPF 15 Foundation. At the top, there are financing options: Clearpay (4 instalments of £6.75) and Laybuy (6 weekly payments from £4.50). Below this is a video player for the product. The main content area includes a description of the foundation's benefits. To the right of the product details is a trust reinforcement component, highlighted with a red border, which contains the following information:

- Quantity:** 1 (with minus and plus buttons)
- ADD TO BASKET** button
- Save to Wishlist** button
- In stock** (with checkmark icon) - Usually dispatched within 24 hours
- Free Delivery over £25** (with truck icon)
- 11 hours 36 minutes 17 seconds** (with clock icon) - Order by midnight for Next day delivery
- 14-day return policy** (with circular arrow icon)

Below the trust component, there is a section for "Complimentary gifts" featuring a MAC Mini Mac Matte Lipstick - Ruby Woo. At the bottom right, there is a "SHOP THE OFFER" button.

# React eCommerce Mobile App

**Status:** In design & elaboration

**Estimated completion date:** TBC

## What?

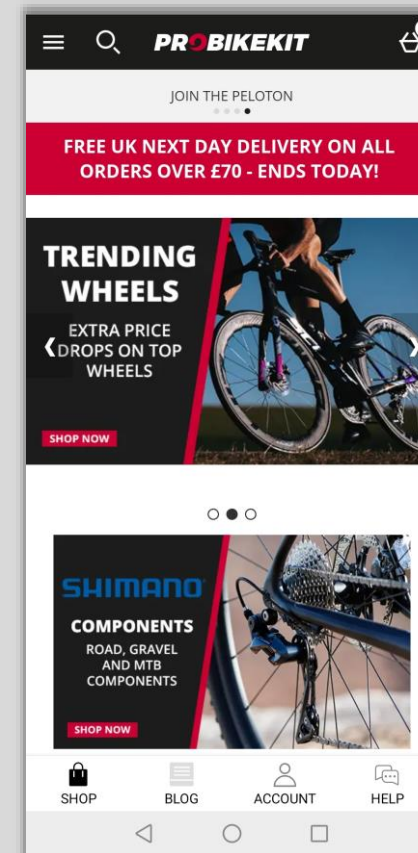
Build a fully native e-commerce mobile app across iOS and Android

## Why?

Mobile apps prove to be a great brand marketing channel, allowing for direct, personalized communication to customers, building habits that drive further growth and repeat orders. Native apps typically have the best performance as they're optimized for a specific operating system whilst opening access to device features, which in turn allows for a more interactive and intuitive user experience..

## What's new this time?

- All current apps have been migrated on to the React framework. Work will now focus around building each page natively
- Development of onboarding screens underway, focusing on increasing push opt in rates for iOS apps.
- Latest monthly stakeholder update [here](#)



# Project Century Site Build

**Status:** In progress

**Estimated completion date:** July 2021

## What?

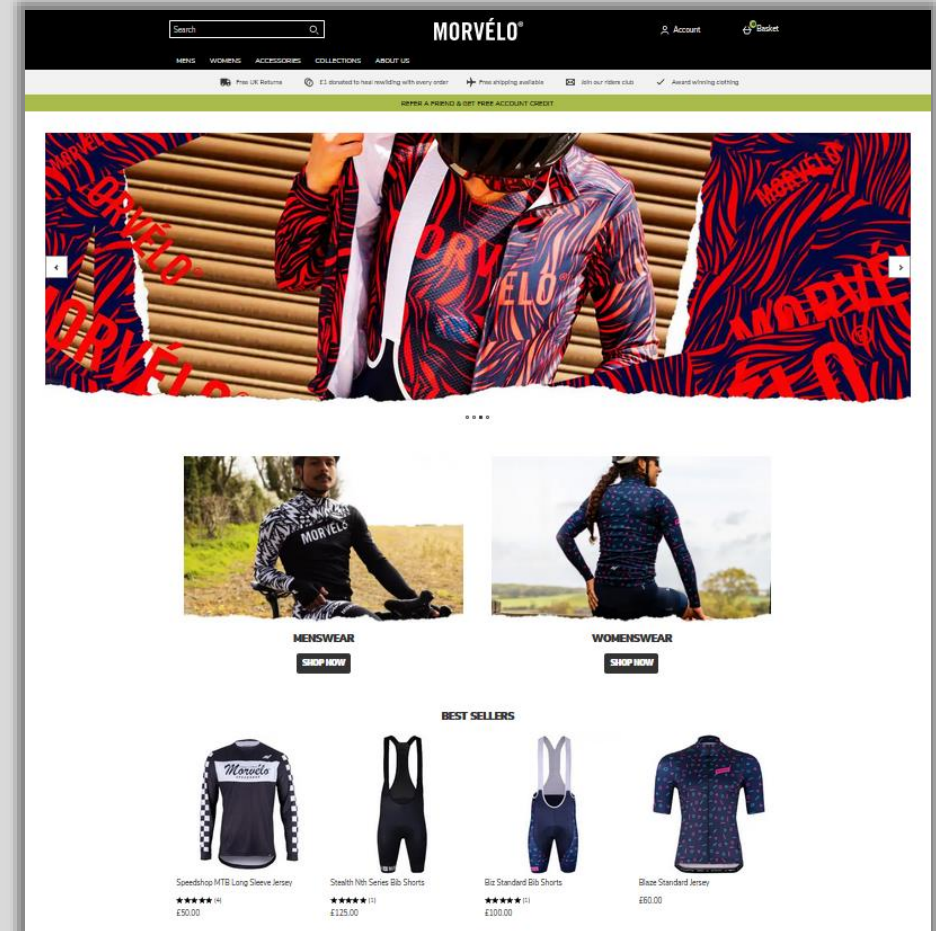
Launch a new D2C site following a new brand acquisition

## Why?

Mitigate any potential security and revenue risks by migrating to the site to our platform.

## What's new this time?

- Site build complete
- Legal signed off
- Final tests ongoing
- Live date scheduled for 27/7
- Post live tasks assigned



# Horizontal Facets - Post Live Review

**Status:** In progress

**Estimated completion date:** August 2021

## What?

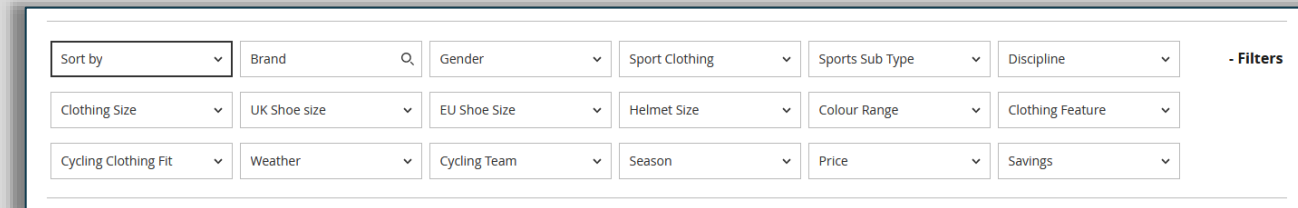
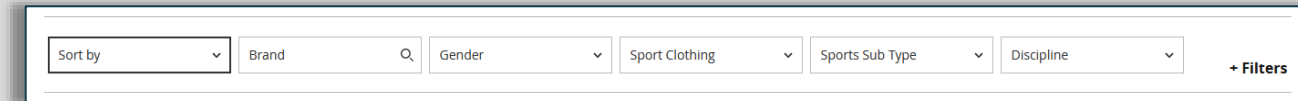
Review site now list layout has changed following switch to horizontal facets

## Why?

Ensure we do not see any drop in KPIs – conversion, bounce rate etc

## What's new this time?

- Areas identified for review:-
  - all list page banners (desktop option) need to be 1920 in width (brand, category and landing pages)
  - which facets are displayed on each list as only the first 5 are now initially displayed – others are displayed once the '+ Filters' button is clicked
  - number of products displayed increased to 32 to avoid empty spaces at the bottom of the page **NOW LIVE**



# Clickable Brand Logo on PDD

**Status:** In progress

**Estimated completion date:** August 2021

**What?**

....

**Why?**

...

**What's new this time?**