British Gas

# Boiler Marketplace

## Test and learn

**Overview**

Boiler Marketplace is a platform that enables users to purchase and install boilers. The customer journey is complex, and my role focuses on simplifying this experience.

The site has been running for a few years now.
Through continuous testing and research, I've identified several opportunities for change.

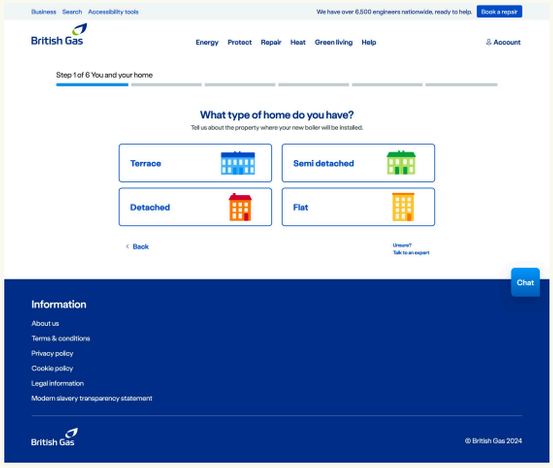
1. UI refresh
2. Results page
3. Product card

## Usability testing 2.0

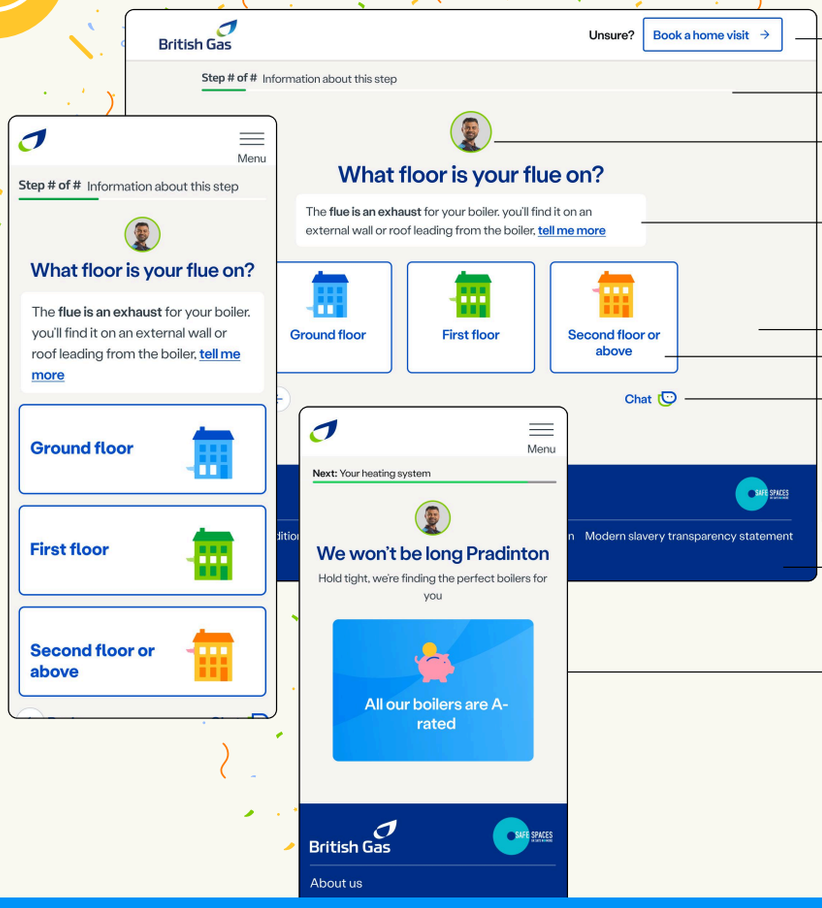
The opportunity for us to listen to our research and act on our data and make some changes to our journey

## Before

**Desktop** was the poor relation with the bulk of the traffic being mobile, desktop took a back seat until we had scope to really give it some focus and give it the love it needed with some additional UI touches. It also needed to feel more premium.




## After




- **Simplifying the navigation,** free's up the real estate, allowing for contextual messaging
- Cleaner dynamic progress indicator
- Using an engineer as an asset and authority bias to give the content weight
- Highlight the help text for additional support
- Grey bkg colour to make the page warm and friendly
- Button has been adapted for desktop view rather than sharing the mobile version
- Controls centralised and closer to the core buttons
- Slimmer footer to reduce distraction
- **Interstitial** page before the results page loads to help reinforce why they should use British Gas

# Results page

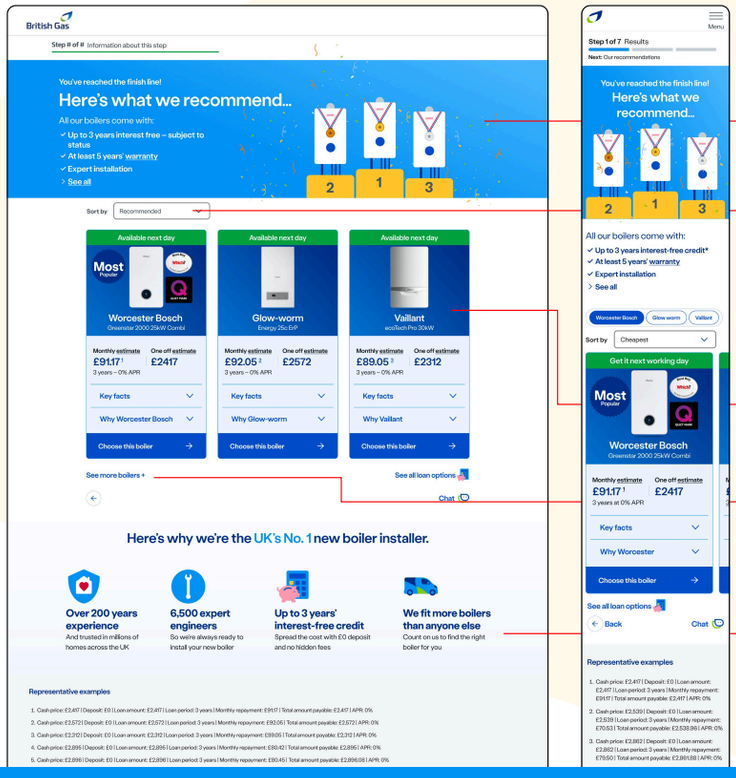
They have answered an array of questions to see for the first time how much the boiler will cost. There is some crucial information we need to present before the price shock!!!

We stripped it back, emphasised the hero content block to avoid repetition and allow users to access more content through find out more or through the accordion, giving users

There was an array of content on this page, we did a lot of testing to understand what users wanted.

the option rather than them leaving for Google and researching, something we saw a couple of times in sessions.

The page is more **compact** yet holding the same volume of content with the content restructured.




- Bespoke hero
- Sort by function
- **New** Product card:
  - New UI
  - Hold multiple images
  - Hats
  - Expanders
- Default is to present 3 boilers with the option to see more
- Repeating proof points

# The humble product card

The card plays an integral role in presenting the boilers in the best possible light.

This is the first time the user gets to see the possible boilers available to them and the **costs**, this is a high ticket item so framing value and quality was critical. We knew from the data users are pretty savvy and want to get on average 3 quotes, with such strong brand advocacy they tended to come to British Gas first and move on, so the churn rate was high.

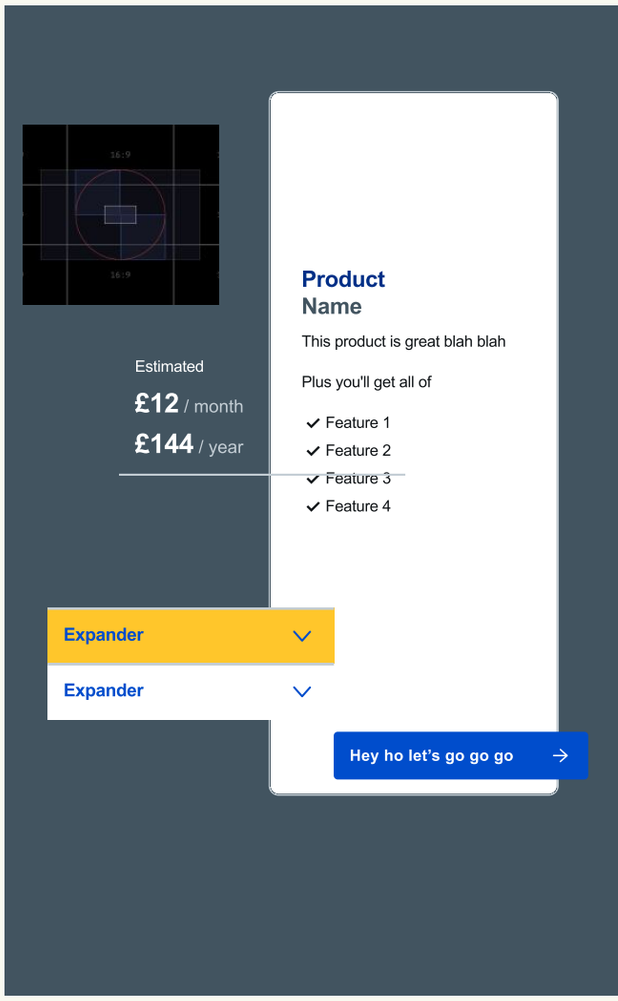
## Anatomy of the product card

First was review what was available out of the design system

- Product name/image
- Price
- Pills (internal UI component)
- Lists, expander
- Call to action position and type
- Icons
- The T&C's

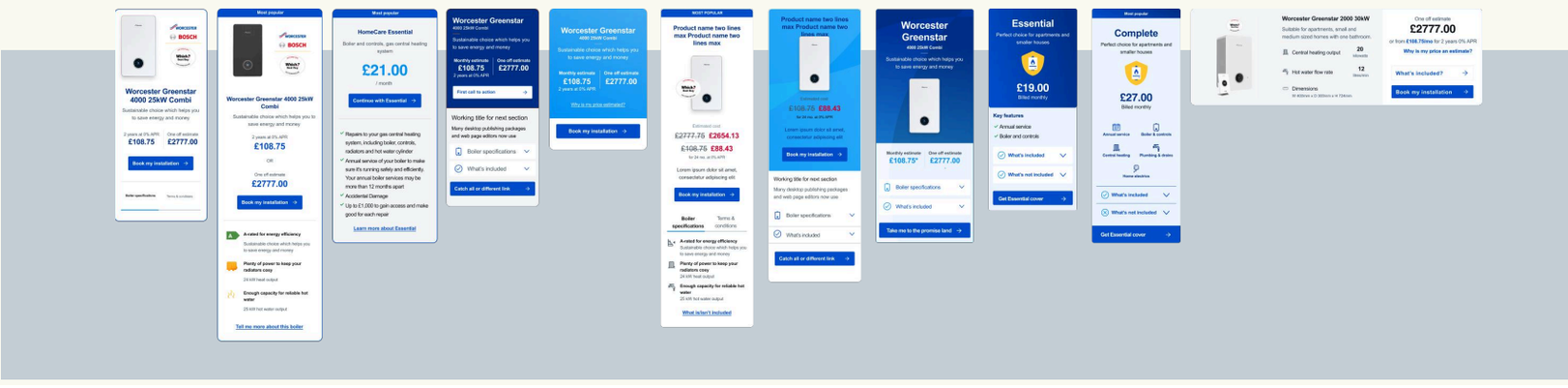
### Other considerations

- Basic structure of the components
- Controls that sit outside of the cards, toggles, filters, sort by




## Experiments

- Experimenting with **colour** to introduce **order** and **hierarchy**
- Lots of **information**, how do we order it so it's easy to consume
- The **call to action (CTA)** label test
- Experimented with the pricing and ability to compare

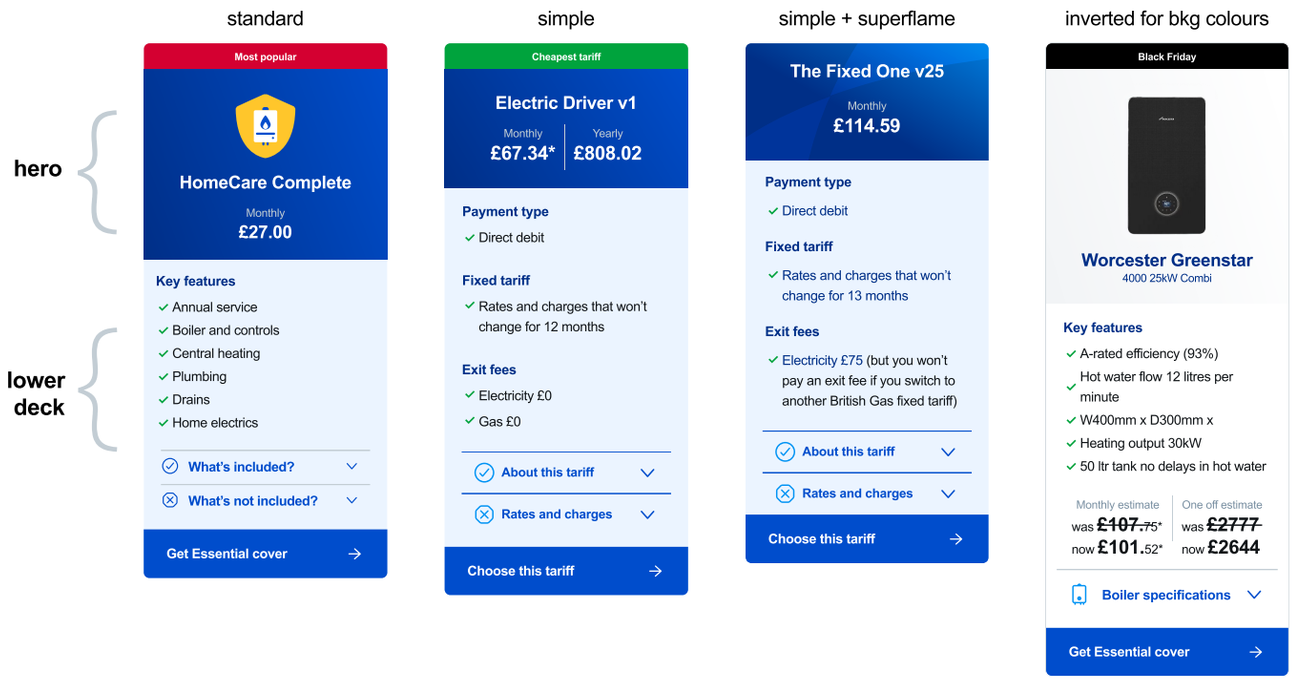


## The product card refined

The key was to make a large amount of content simple to digest and scannable. We ordered the content hierarchically and made sure each card was identical in structure to allow users to compare easily.

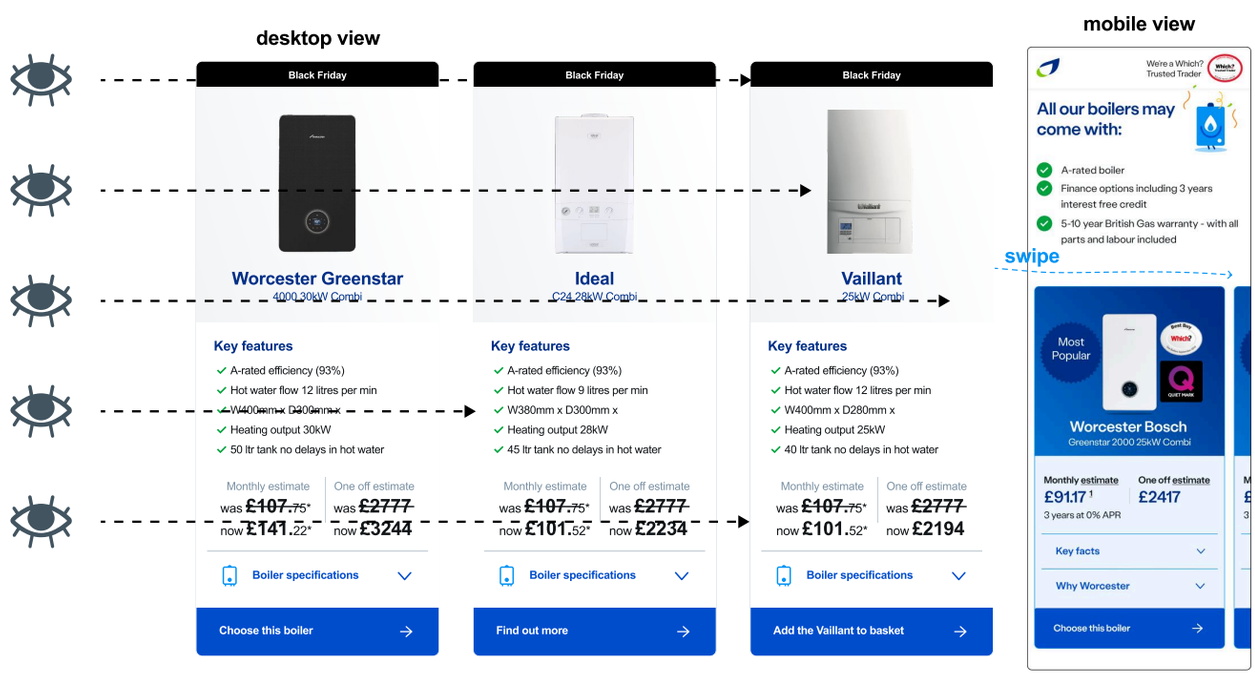
Finally tested the mobile view to allow users to experience the same logic I applied on the desktop view via a swipe action.

## Refined proposals




## Scan ability

The last key objective was to make the card scannable across the cards so users could compare super easy and after a successful userzoom test and an A/B test with the live site, we were able to replicate this layout to mobile too.



# Performance impact

**Boosted Conversion Rates:**

- Achieved a 30% uplift in heating sales adviser journey conversion and a 25% improvement in calendar-to-lead conversion.
- Drove BMP journey conversion from 3.60% to 6.06% YoY, tripling lead volume.

**User Experience Optimisation:**

- Identified and resolved calendar drop-off bottlenecks through UI redesign and slot availability enhancement.

**HSA Journey (Home Survey Appointment)**

- Journey CVR rose from 17.23% to 22.1% a 30% uplift.
- Calendar-to-lead CVR improved from 29.08% to 36.45% a 25% uplift.

**Buy journey**

- Journey CVR nearly doubled: 3.60% to 6.06%.
- Shop-to-start quote CVR jumped from 21.87% to 44.42% — a 2x increase.

**Drop-Off & UX Insights**

- Calendar Interaction:
  - Users who clicked the calendar had a 49.2% progression rate, vs 14.47% for those who didn't.

**Traffic Growth:**

- Spearheaded campaign optimisations resulting in a 110% YoY increase in BMP journey traffic during Q1.