Improving Events/Ticket discoverability

Team Cloud

Overview
The purpose of the experiment is to promote ticketing for upcoming national and community-level events. By creating a more direct way to access the existing Events/Tickets page, all types of events will be more accessible.

Launch Date
March 11, 2022

End Date
At the end of this semester

URL being tested:
https://www.usa.rugby/

A. Goals

We are interested in understanding how the current navigation architecture affects user behavior; our goal is to improve the discoverability of the Events/Tickets page to increase exposure to upcoming events.

B. Hypothesis

By making the change to combine National and Community Events into a single option titled "Upcoming Events" that brings users directly to the Events/Tickets page, the Events/Tickets page will experience increased page views.

C. Metrics

We plan to use the pageview of the Events/Tickets page as our metric. While one of the main metrics USA Rugby uses to measure success is event attendance, the Events/Tickets page ranks just #47 in the last year, with less than 600 views during a year. We expect that a long-term increase in Events/Tickets pageviews will lead to an increase in both national and community-level event attendance.

D. Experimental Setup

Audiences

No restrictions; this test is for any user who wants to explore upcoming events.

Test Split

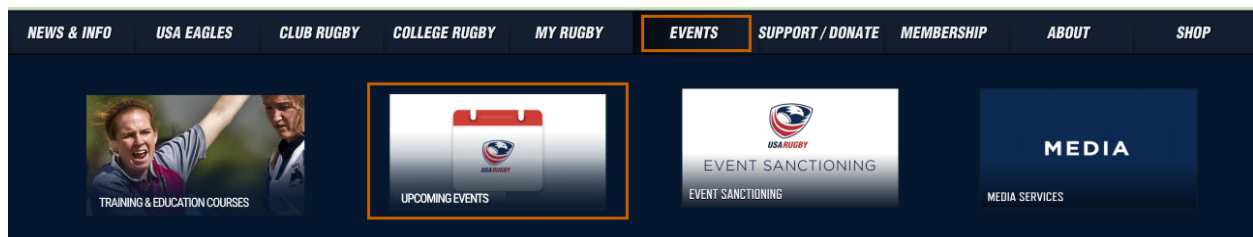The A/B test will be split 50/50.

E. Designs

Original

Clicking on Events in the main navigation currently brings the user to the Events/Tickets page.

The current menu upon hovering over Events provides 5 options:

1. **USA Eagles Events – brings user to National Events page**
2. **Community Calendar – brings user to Domestic Events page**
3. Training & Education Courses
4. Event Sanctioning
5. Media Services

Variant

Our recommended menu upon hovering over Events provides 4 options:

1. Training & Education Courses
2. **Upcoming Events – brings users to the Events/Tickets page**

3. Event Sanctioning
4. Media Services

F. Results

[Leave blank until results are in]