

CASE STUDY · UXR-226

# Free Shipping Banner Comprehension Study

*Two banner concepts. One communicates free shipping clearly. One doesn't. The data tells you which.*

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60%

preferred Design A

90%

free-shipping clarity  
(Design A)

vs. 20% for Design B

# The Challenge

## The context

This study followed UXR-224, which validated the checkout savings progress bar concept. With the progress bar moving toward production, the team needed to evaluate two competing banner designs for communicating the progressive discount and free shipping system to cart customers.

## The two approaches

### Design A: Status-forward

Emphasizes what discount the customer currently has and how close they are to the next tier. Visual progress feedback.

### Design B: Instruction-forward

Emphasizes explanatory messaging about how discounts increase as spending increases. Focuses on what to do next.

## Research Questions

- Do users correctly understand how the savings system works?
- Which concept better communicates discount progression?
- Which concept more clearly communicates the free shipping threshold?
- How much cognitive effort does each design require?
- Which design do users prefer overall?

# The Two Designs

Both designs communicated the same progressive discount + free shipping system. Participants saw static images showing zero state and progress states of each banner.

## DESIGN A — Status-Forward



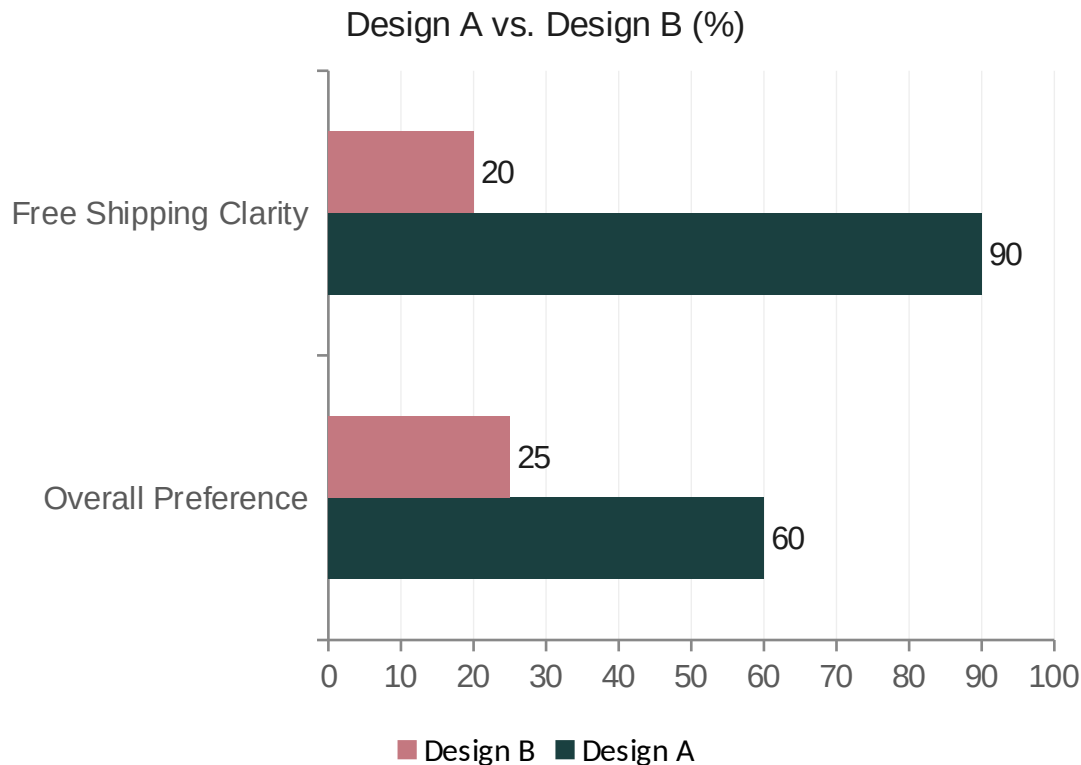
- Highlights current discount tier
- Visual progress bar toward next tier
- Shows savings applied + shipping status

## DESIGN B — Instruction-Forward



- Leads with explanatory messaging
- Tells users what to do to reach next tier
- Less visual emphasis on current status

# The Results



## KEY FINDINGS

### 60% preferred Design A

vs. 25% for Design B — a clear majority across both studies.

### 90% correctly identified the free-shipping threshold with Design A

vs. only 20% with Design B. A 70-point gap.

### Design B showed slightly stronger discount comprehension

in one study — but the advantage was inconsistent and didn't hold across both.

### Perceived ease was mixed

Similar ease-of-understanding ratings across designs, with one study favoring each.

# Design A wins the study.

# Design B has something worth keeping.

## Design A is the right call

The 70-point gap in free-shipping clarity alone makes Design A the defensible choice. When the majority can't correctly identify the threshold, the design is failing at its core job — regardless of how any other metric scores.

## But Design B's copy strategy has merit

Design B's explanatory approach — telling users what to do to unlock the next tier — showed stronger discount comprehension in one study. The framing works for discount mechanics even when it fails for shipping clarity. That copy approach can be integrated into Design A.

## The recommendation is a hybrid, not a binary

Ship Design A's visual structure with targeted copy from Design B's instructional language for the discount tier sections. Get the clarity of A with the comprehension strengths of B where B actually outperformed.

# Recommendation & Impact

PRIMARY

## Ship Design A

The 70-point gap in free-shipping clarity is the deciding factor. Design A correctly communicates the threshold to 90% of users — the core job of this banner.

### Incorporate Design B's instructional copy

Design B's explanatory framing showed stronger comprehension of discount progression mechanics. Selectively apply that copy approach to Design A's discount tier sections without disrupting its structural clarity.

STUDY SNAPSHOT

2

banner designs tested

5

research questions answered

90% vs 20%

free-shipping clarity gap

Production

decision directly informed

# Reflection

## Part of a research program, not a one-off study

UXR-226 ran alongside UXR-224. Both studies addressed the same product area — the checkout pricing experience — and their findings were reviewed together when making the final production recommendation. This is how a research program compounds value over time: individual studies inform each other.

## What worked well

- Testing both zero state and progress state gave a complete picture of each design across the user journey
- Running UXR-224 and UXR-226 in parallel built a richer evidence base for the production decision than either study alone
- Identifying the nuance in Design B's copy strength meant the recommendation wasn't just a binary winner/loser — it was actionable

## What I'd do differently

- Add a moderated component for at least a subset of participants — seeing where users pause or re-read would surface confusion that post-task questions miss
- Test the hybrid design explicitly before recommending it rather than inferring it would work — the recommendation to blend Design A structure with Design B copy is logical but untested