

# A/B Proposal Sample

## Experiment 1. A/B change #1 - The mission-inspiration-centric approach.

### Explanation:

Taking a similar structural approach to [Natural Force](#).

- Focus first on mission of Equip, in the hero section.
- Design LP with lifestyle-image-heavy layout for products.
- Cut out the other copy that's not directly related to the product or mission

### Reason:

- The mission of Equip can help the brand stand apart from 'other' supplements. And provides transparency and personality to the brand. Thus improves the trust factor. Also coincides with our findings from our heat map analysis, where user behavior led us to believe it worth running an A/B where products are further down the page so people learn more about Equip before clicking to a product.
  - While not necessary for this initial test, it'd be worth making a CTA in this hero section that clicks on to a mission landing page or about page, so those who are interested can really learn more about the company (and from there products are featured naturally, so that the ability to convert remains just one click away).
- The use of the 'right' lifestyle images can lead to a stronger connection between visitors and the benefits of Equip. Vs. just showing the products.
  - It can show them 'ah, this is how/why equip fits into my life'

### Example:

# We made Equip Foods so that you can fuel your body naturally.

Supplements made from 100% real food.  
Real food = real energy.

This would be an image of someone (ideally man and woman) working out at the gym. One of the people are actively working out. The other is drinking a supplement.

Your muscles need real protein. The protein that comes from 100% grass-fed beef.

[Learn More](#)

[Learn More](#)

The clean carbs found in sweet potatoes are exactly the energy source you need for your active lifestyle.

[Learn More](#)

[Learn More](#)

[Learn More](#)

The easiest way to get the nutrients you need. Whenever you want.  
Doctor developed. Backed by science.

[Learn More](#)

[Learn More](#)

We're on a mission to help you use real foods to reach your health goals and be your best self.

## Experiment 2. A/B change #3: Make primary focus on what's wrong with the status quo

### Explanation:

- We make an argument about the issues with 'the other guys' but we do so further down the page. With some copy alterations, and a new section or two, we can restructure the current page to focus first on these status-quo issues. So that the narrative is:
  - This is the problem you face/or will face (supplements loaded with crap)
  - This is why it's such a problem (crap is bad for your body, for many reasons - stats/research here would be great)
  - Equip was made to save you from this crap (think 'mission of equip')
  - How Equip differs from competitors, cta to products
  - How we help you get your daily dose of nutrients, naturally

### Reason:

- Worth testing what the mindset of the visitors are. Are they in the camp of 'I'm tired of crap found elsewhere. And I want someone to call them out'? If so, then this page would resonate with them.
  - And it would for folks who are like "Equip sounds good, but I could probably get that crap at Walmart or GNC, right?"

Example (very loose example, as we'd build it out more and refine the copy to make it more appropriate. For the example we grabbed existing assets from the website only to demonstrate the five bullet points above). Note that the numbered comments are saying what the section would talk about, not the specific image they may be sitting on.

You can't trust most supplements

Most supplements are lying to you. They're not as good for you as they say. They pack their products with chemicals and fillers then claim they're healthy.

They're not. Chemicals belong in labs. Not your body.

The truth about supplements ↓



A section, or sections, that breaks down what other supplements do (use fillers, artificial flavors, wrong doses).

And with each point made, an explanation of why that's not good for the body.

Doctor developed.  
Backed by science.

Equip was started by Dr. Anthony Gustin (a functional medicine and sports rehab clinician).

Dr. Gustin wanted to find a way for his patients to fuel their body with the nutrients they need. Without having to overthink everything they eat. That's why he created Equip — blends made from 100% real foods. And none of the junk found in other supplements.



The food you eat directly impacts your health and well being. Every Equip blend is made from 100% real food. And packed with nutrients your body needs. So you can reach your health goals easier.

*Anthony Gustin*

Equip vs. other supplements (let's compare labels!)

Here's what you'll find inside other supplements:

Supplement Facts	
Serving Size: 1 rounded scoop (25g) Servings Per Container: 25	
Amount per serving	
Calories 100	Calories From Fat 25
% Daily Value*	
Total Fat 3g	5%

**INGREDIENTS:** Protein blend (whey protein concentrate, milk protein concentrate), natural and artificial flavor, maltodextrin, carrageenan, salt, amylase protease, polydextrose, xanthum gum, lecithin (from soy and/or sunflower), silicon dioxide, sucralose, acesulfame potassium, and glycerol monostearate.

How many of those ingredients do you actually know? They include preservatives, artificial colors, and flavorless carbs, among others.

Now here's what you'll find on the back of one of our products (Prime Protein):

Supplement Facts	
Serving Size: 1 rounded scoop (25g) Servings Per Container: 30	
Amount per serving	
Calories 120	Calories From Fat 15
% Daily Value*	
Total Fat 2g	3%

**INGREDIENTS:** Grass-Fed Beef Protein Powder (BeefIso™), Coconut Milk Powder, Organic Vanilla Powder, Stevia Leaf Powder

**Pro tip:** Real fuel comes from real food.

That's why we cut out the junk and give you only what your body needs.