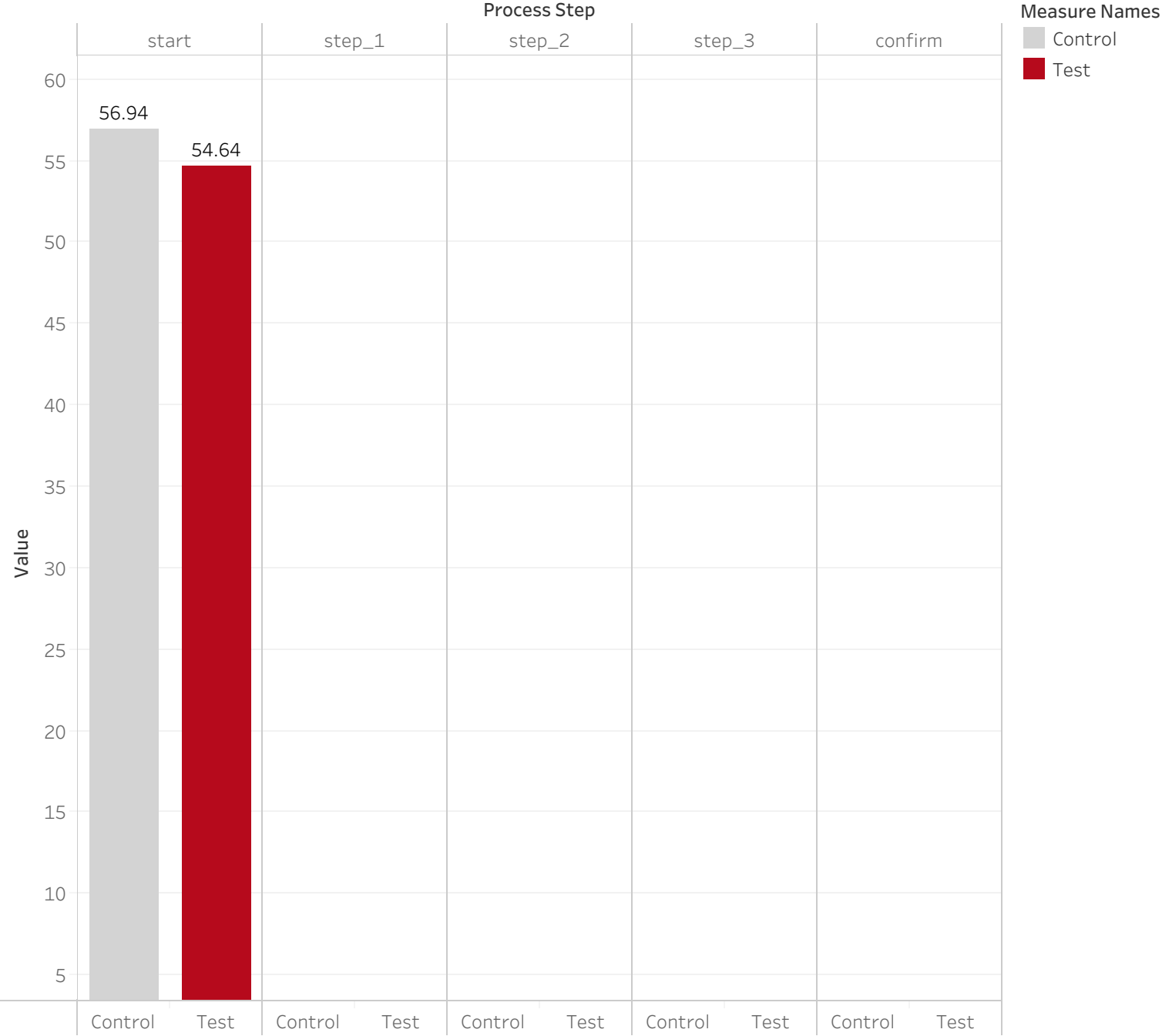
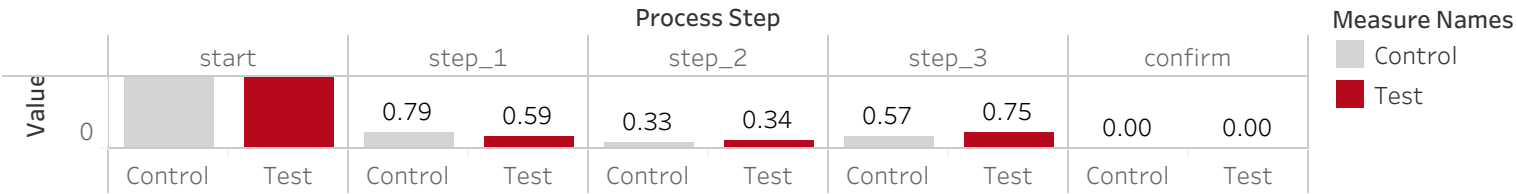


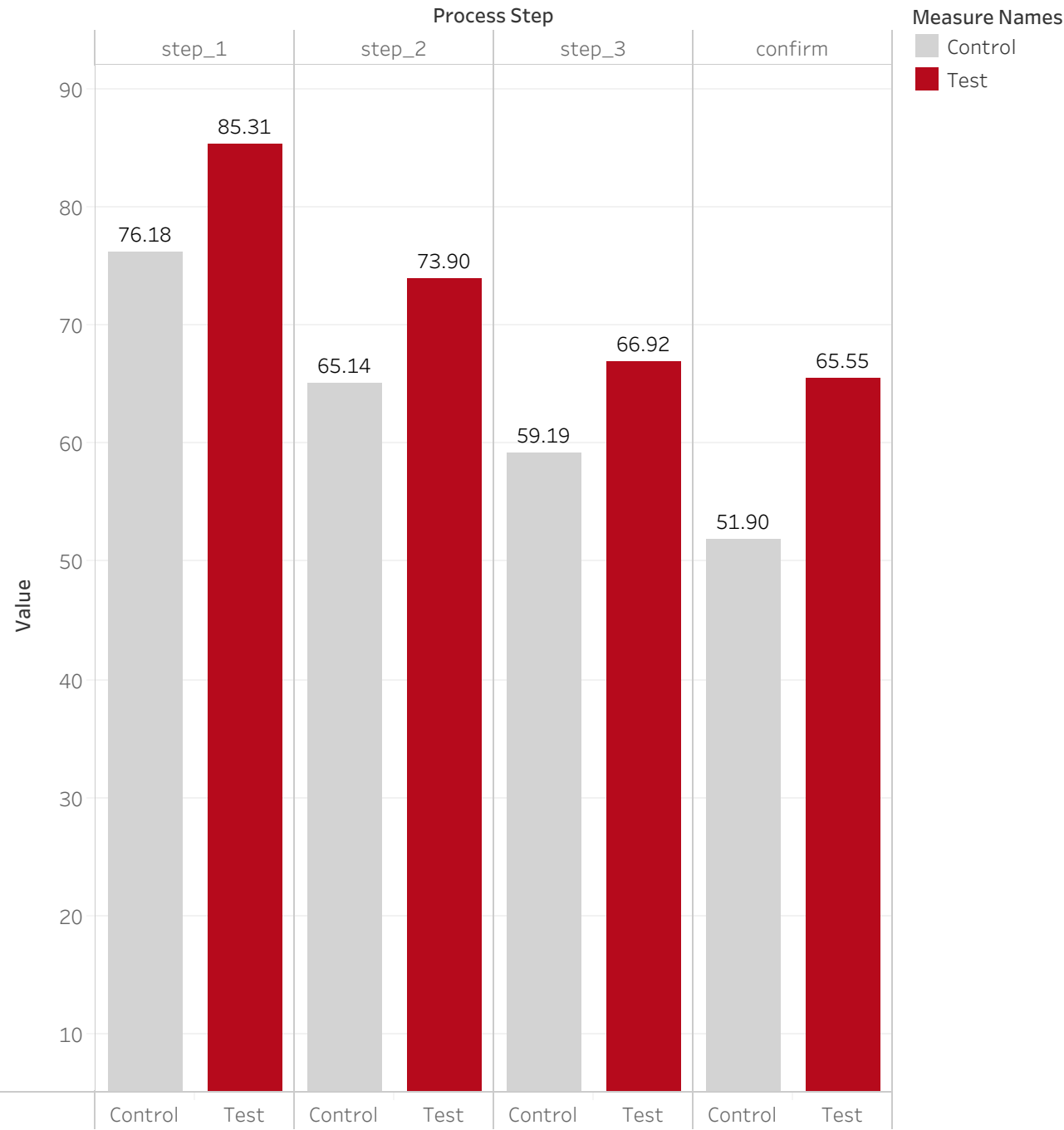
Error rates in %



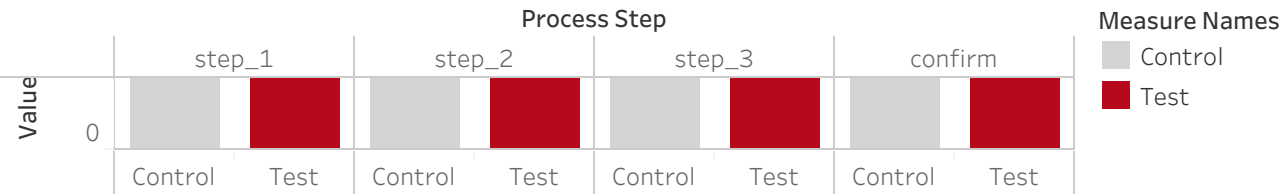
Error rates in %



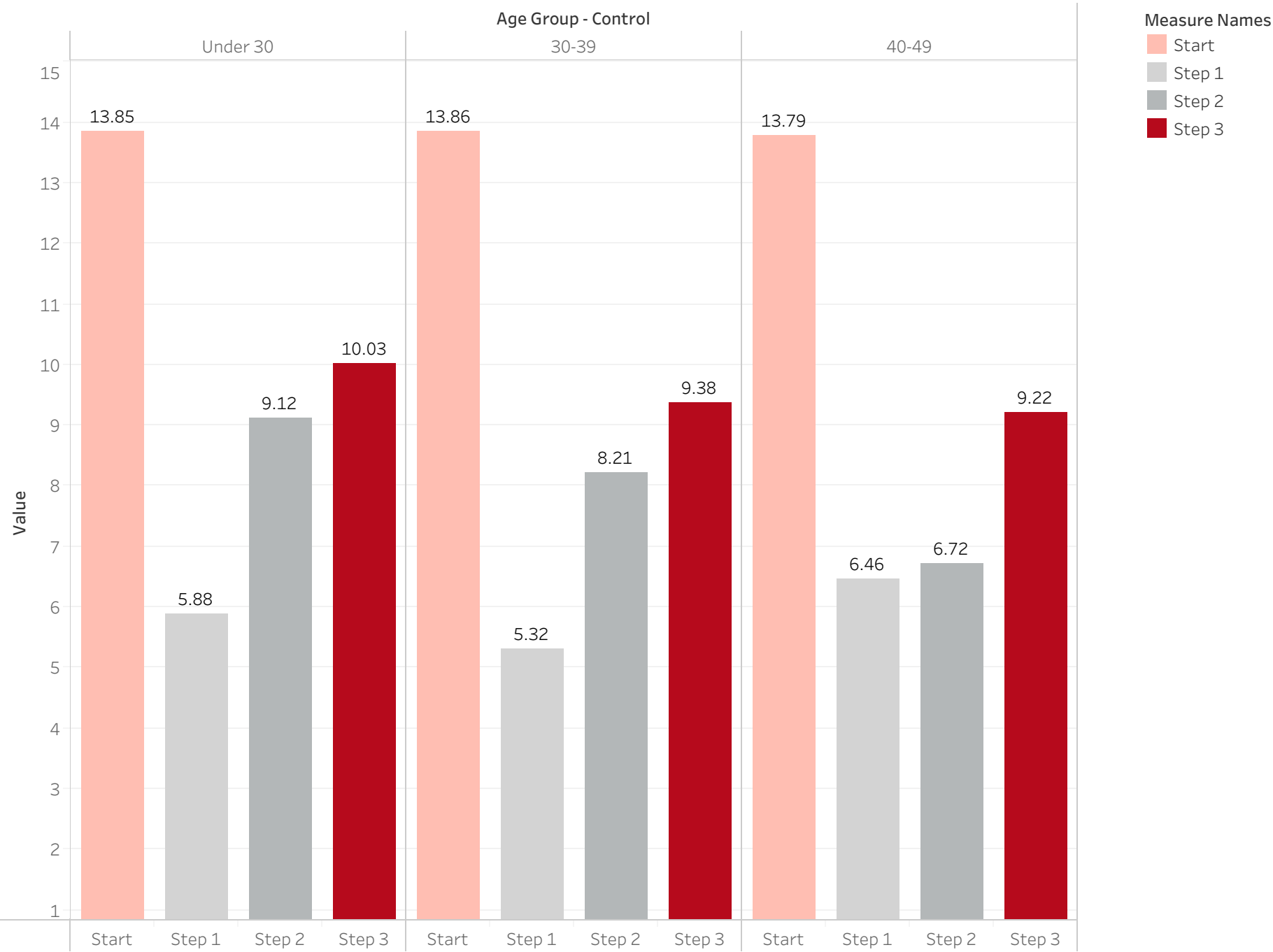
Completion rate in %



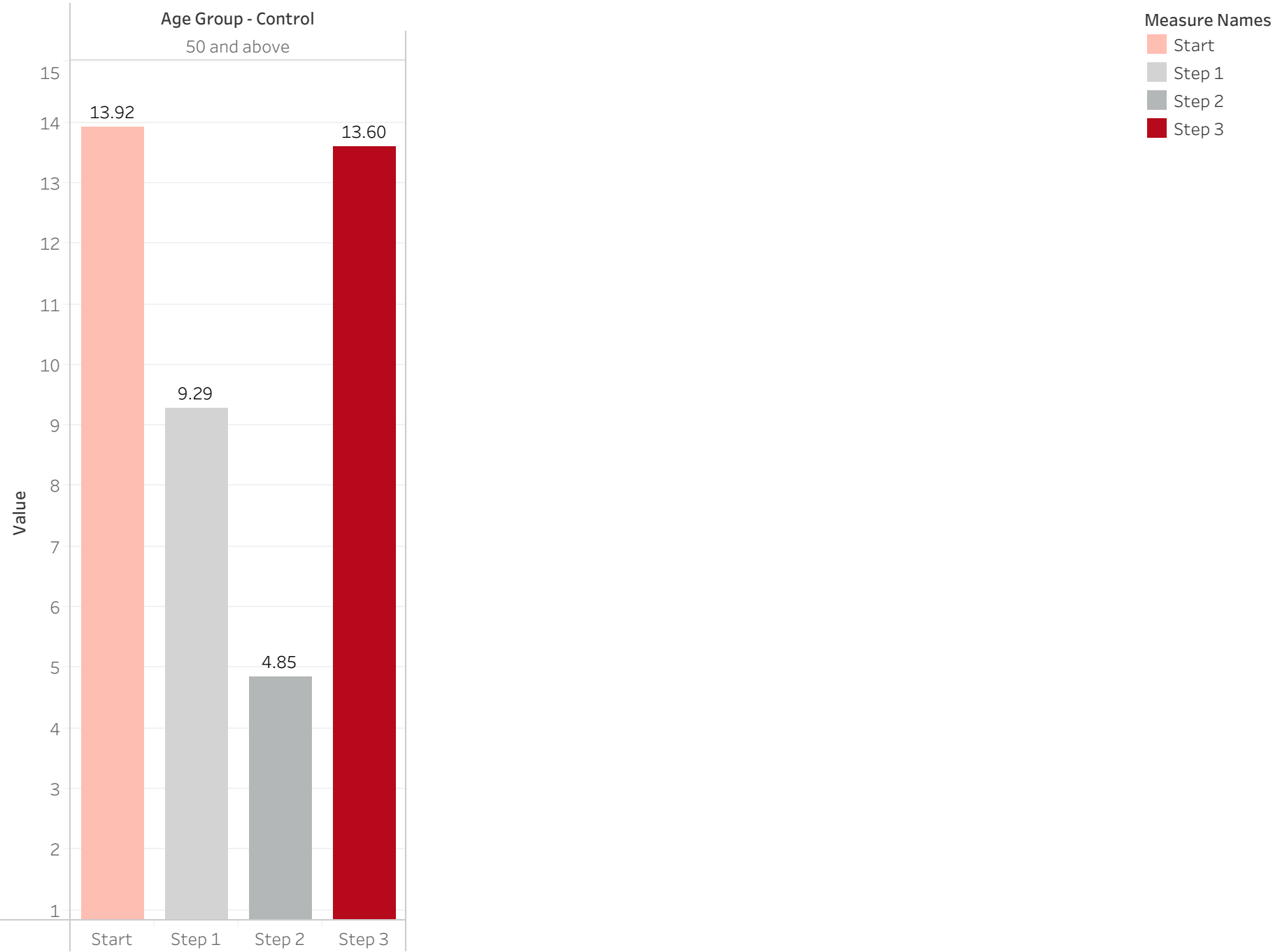
Completion rate in %



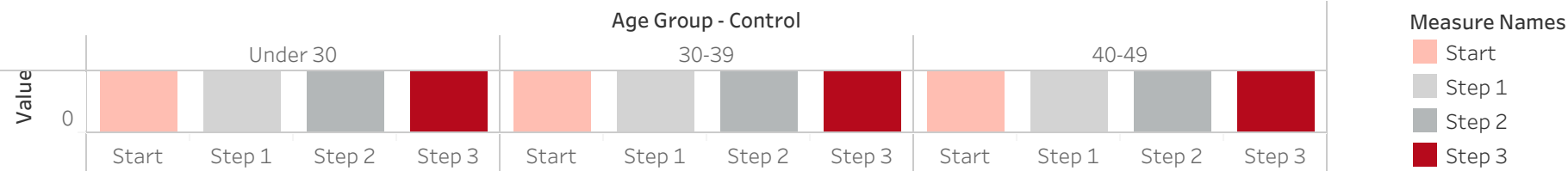
Bounce rates in % - Control group



Bounce rates in % - Control group



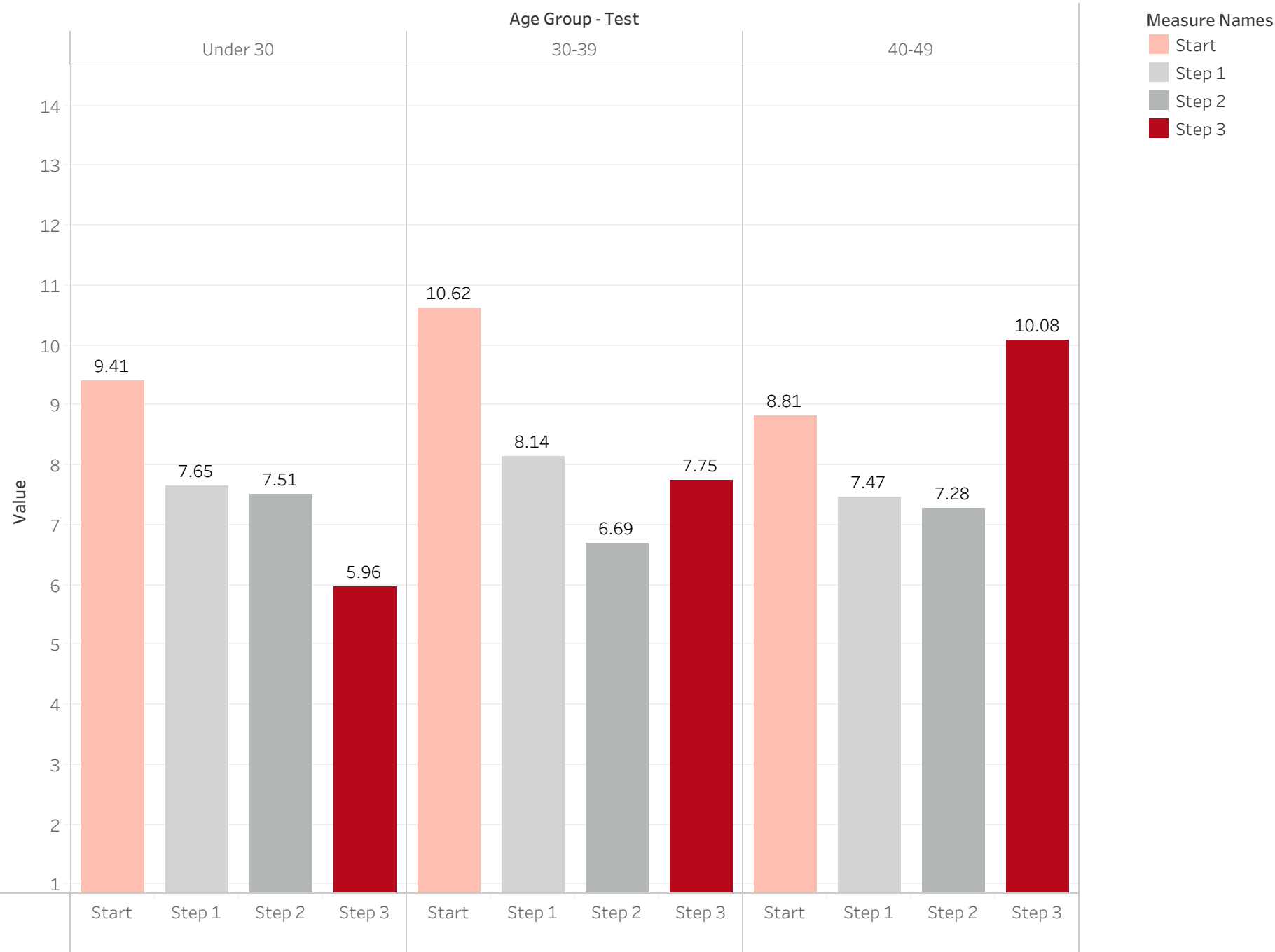
Bounce rates in % - Control group



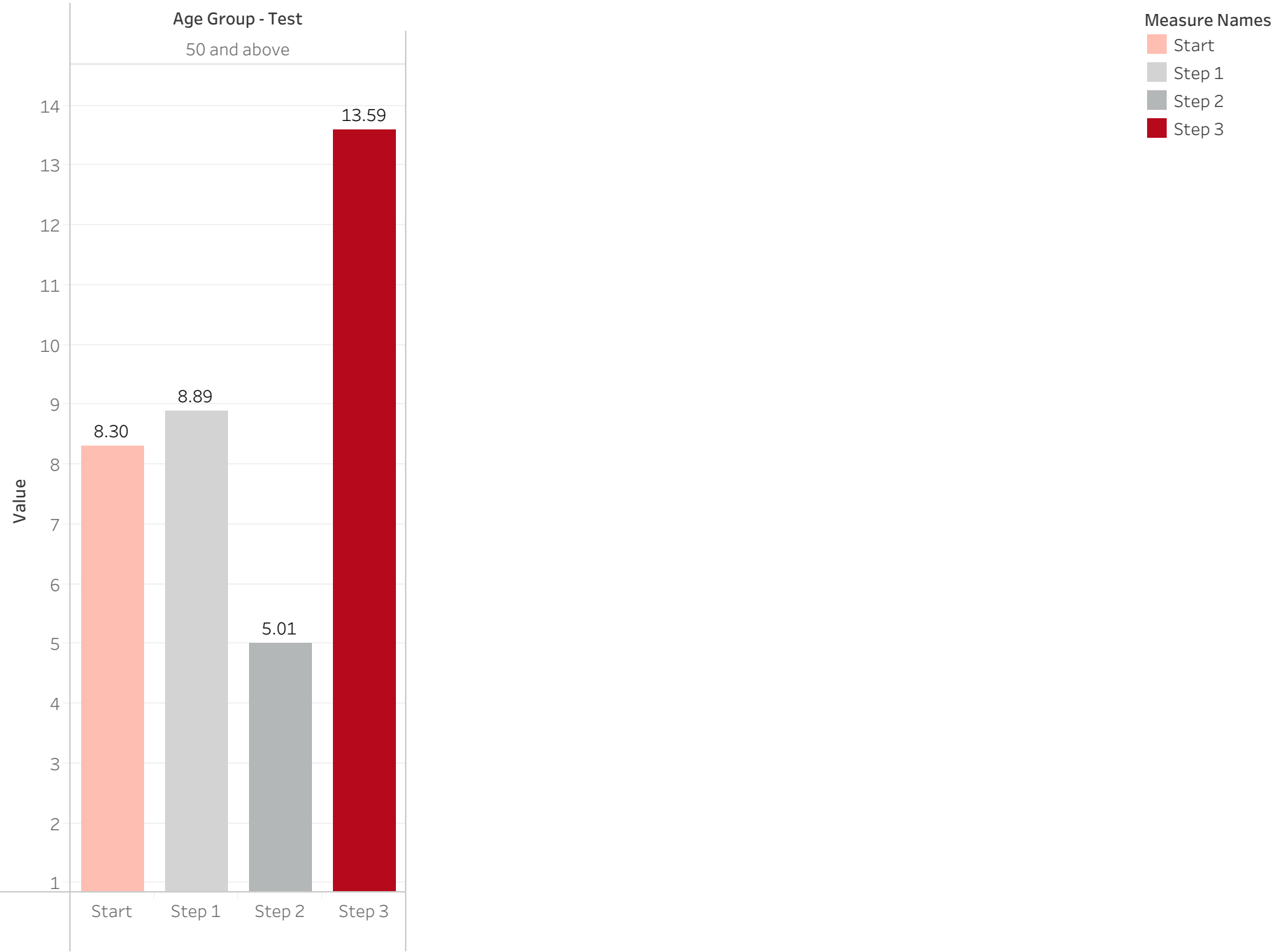
Bounce rates in % - Control group



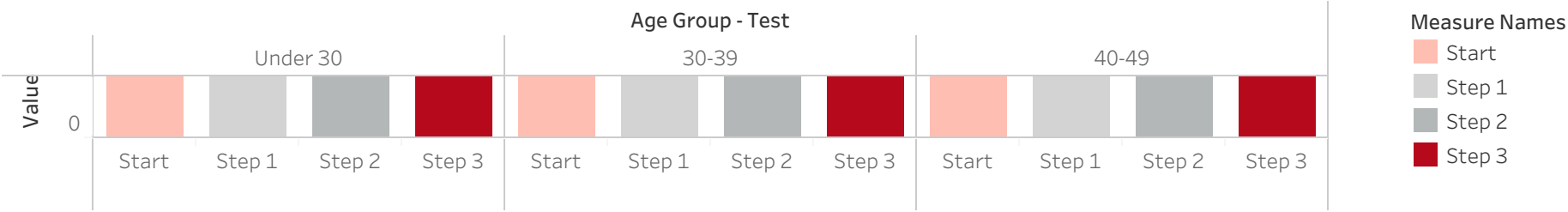
Bounce rates in % - Test group



Bounce rates in % - Test group



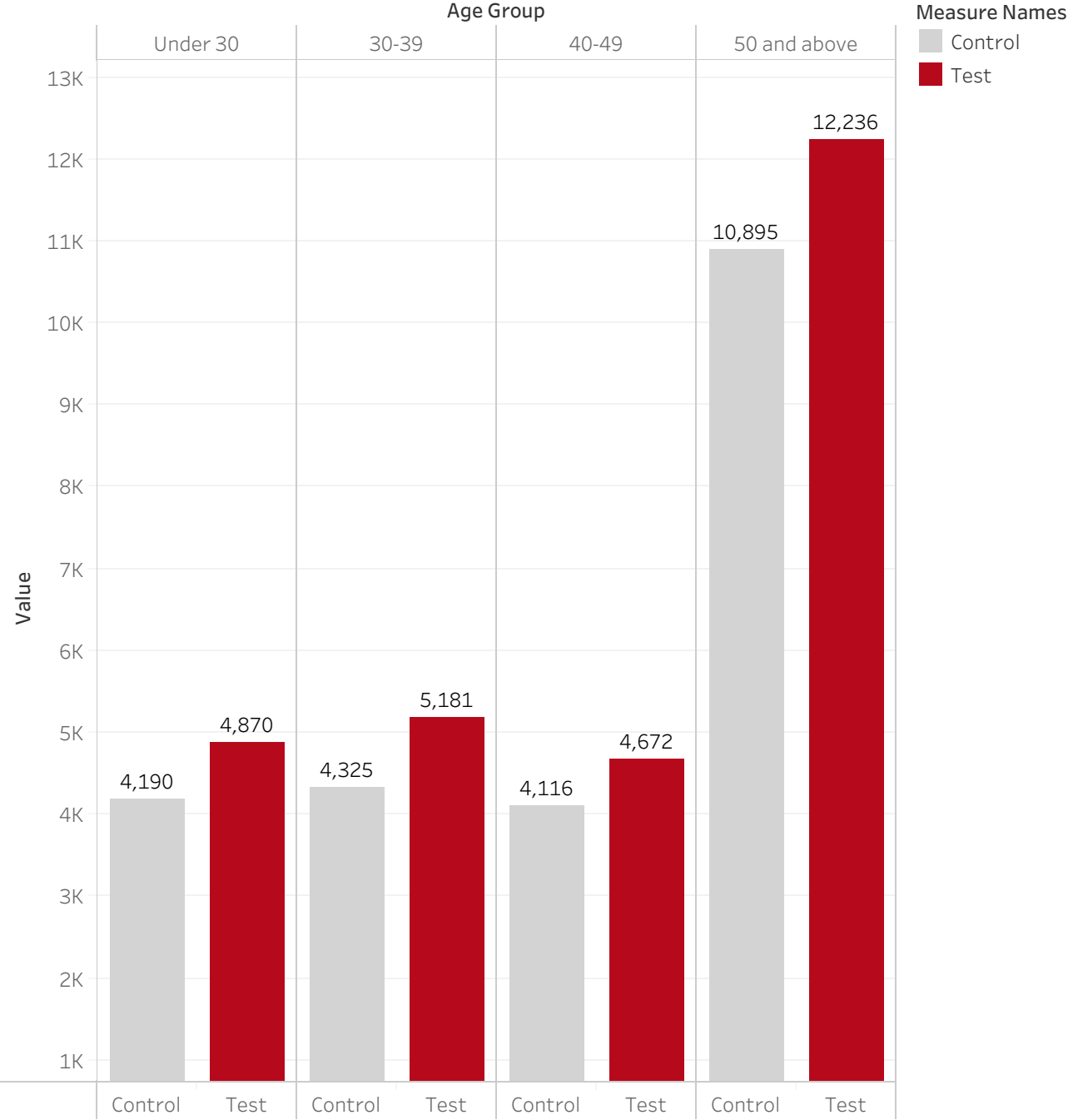
Bounce rates in % - Test group



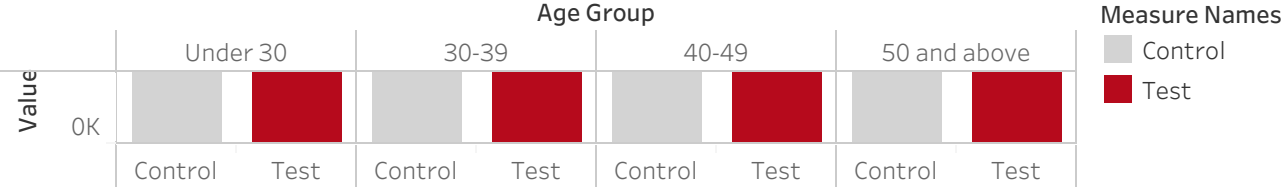
Bounce rates in % - Test group



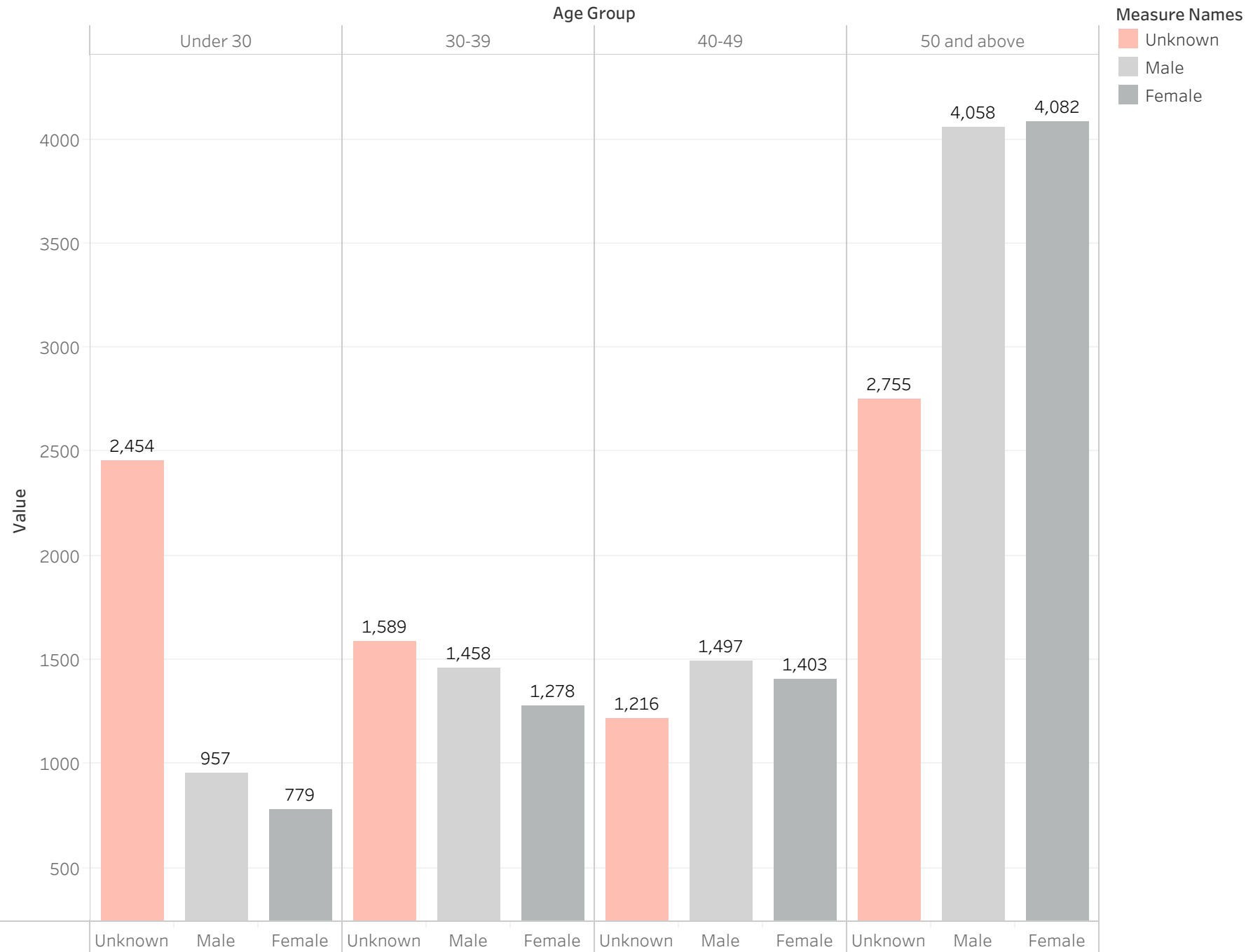
Age groups



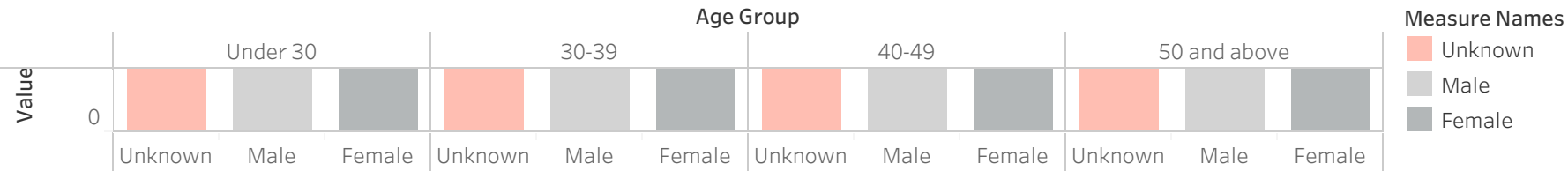
Age groups



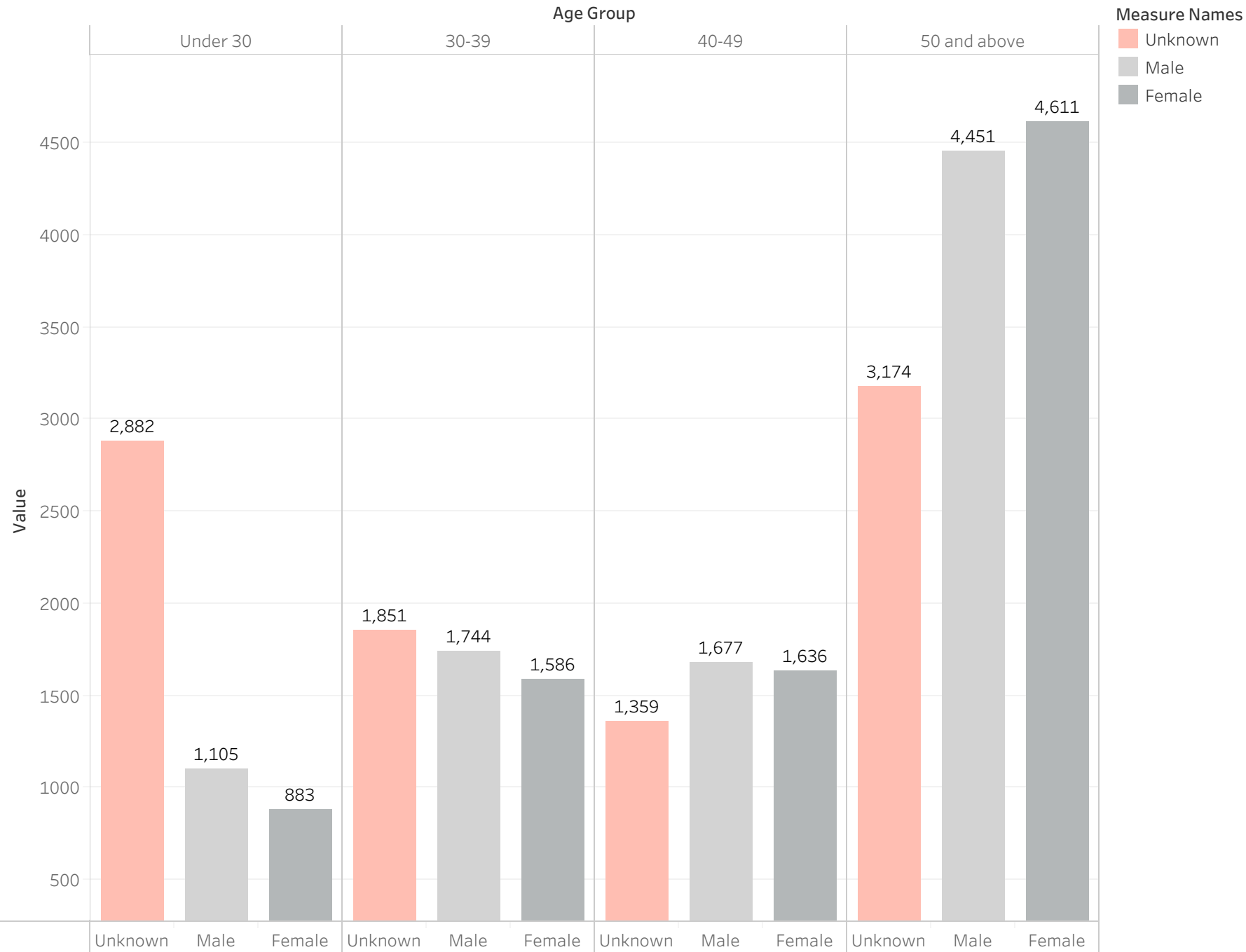
Age x Gender - Control group



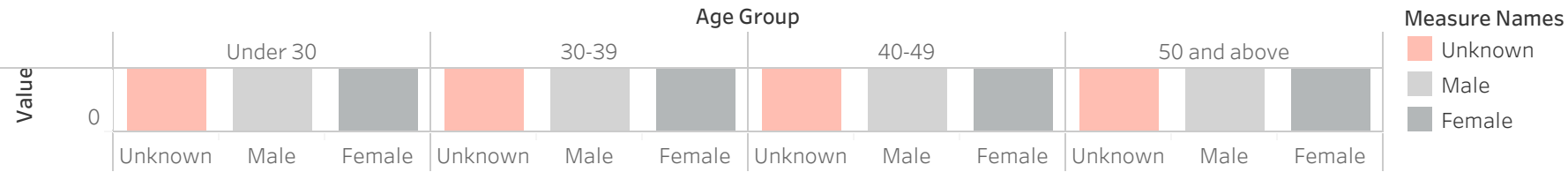
Age x Gender - Control group



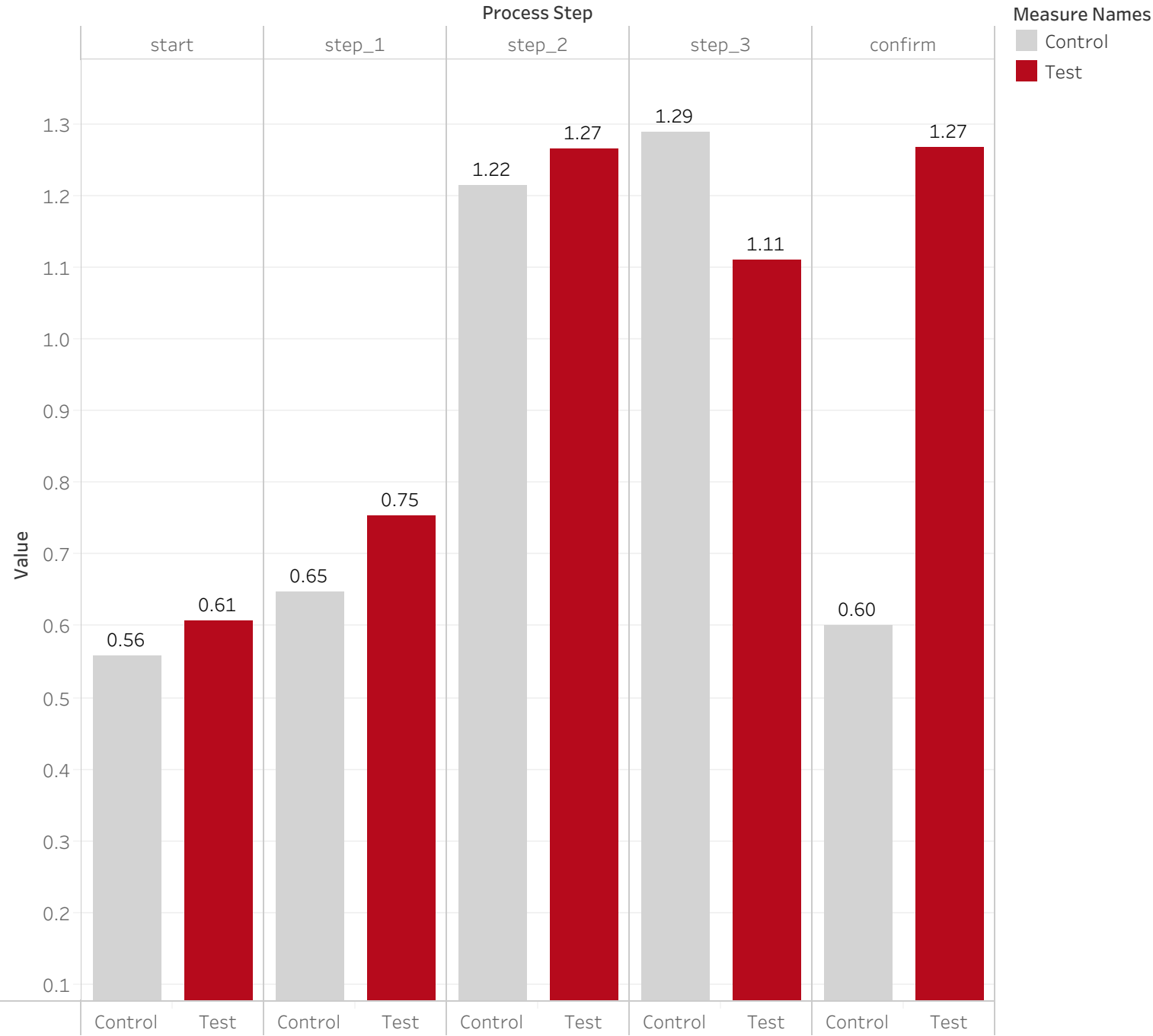
Age x Gender - Test group



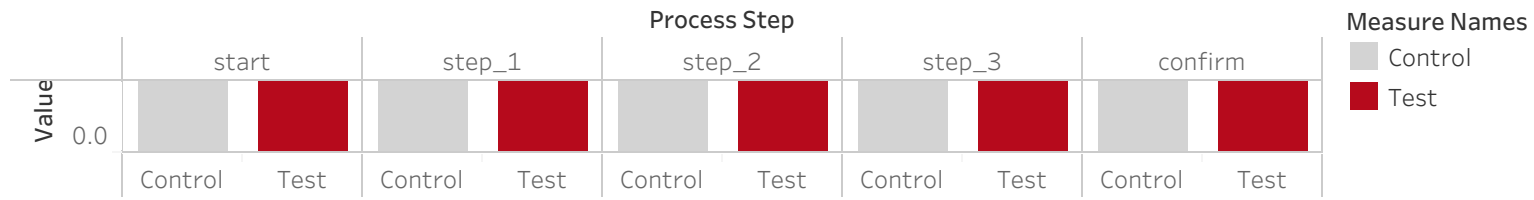
Age x Gender - Test group



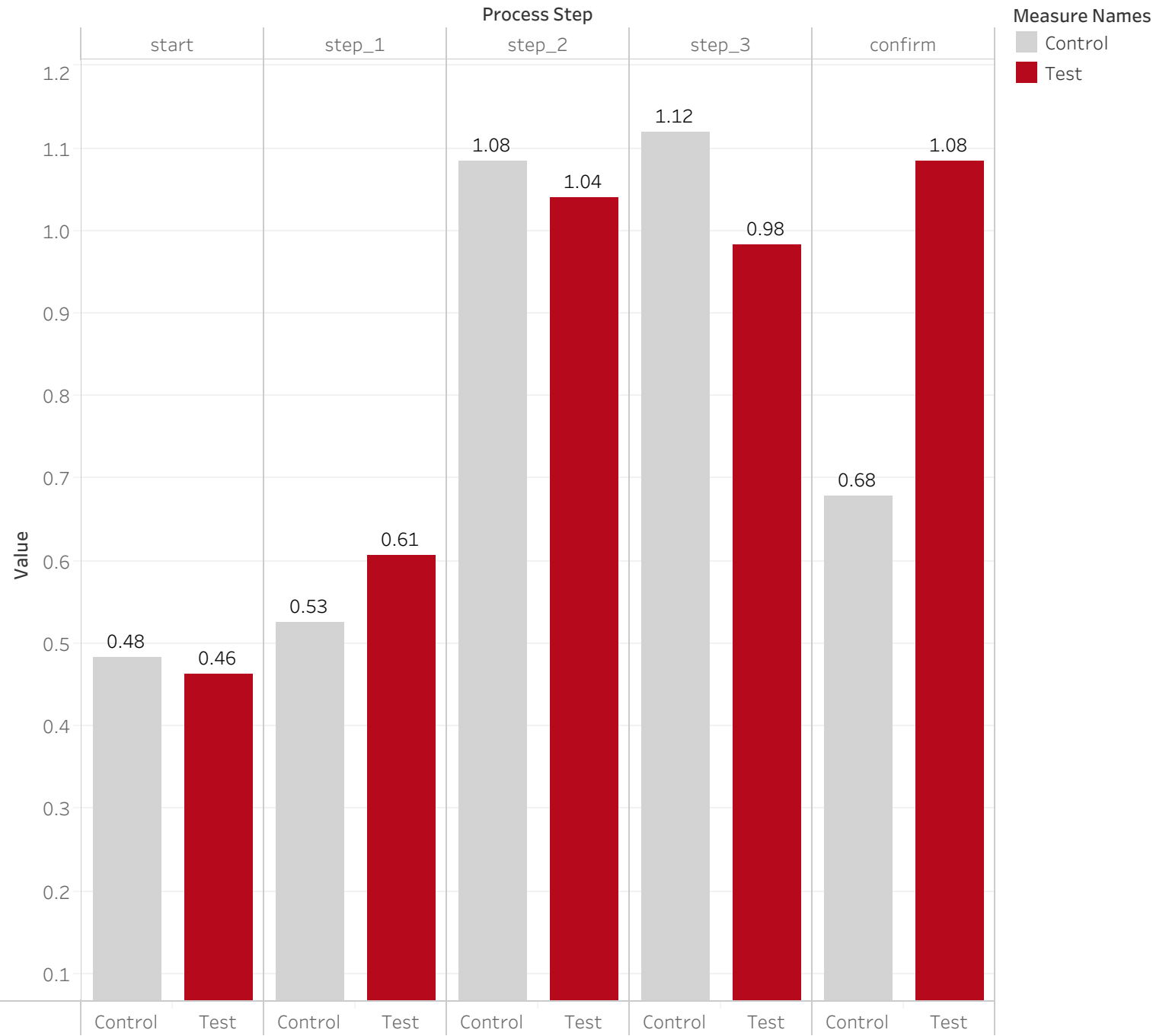
Completion time from start to confirm



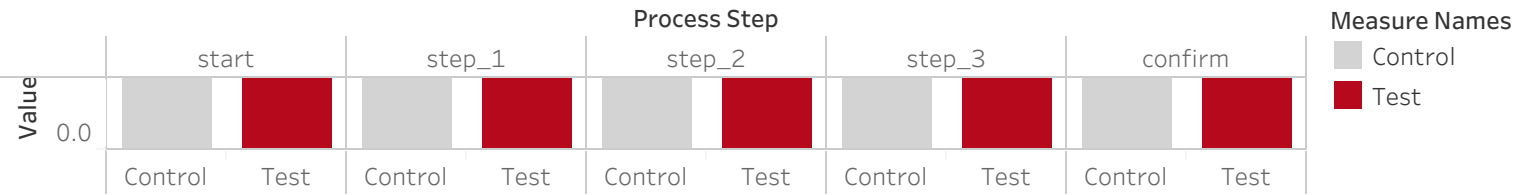
Completion time from start to confirm



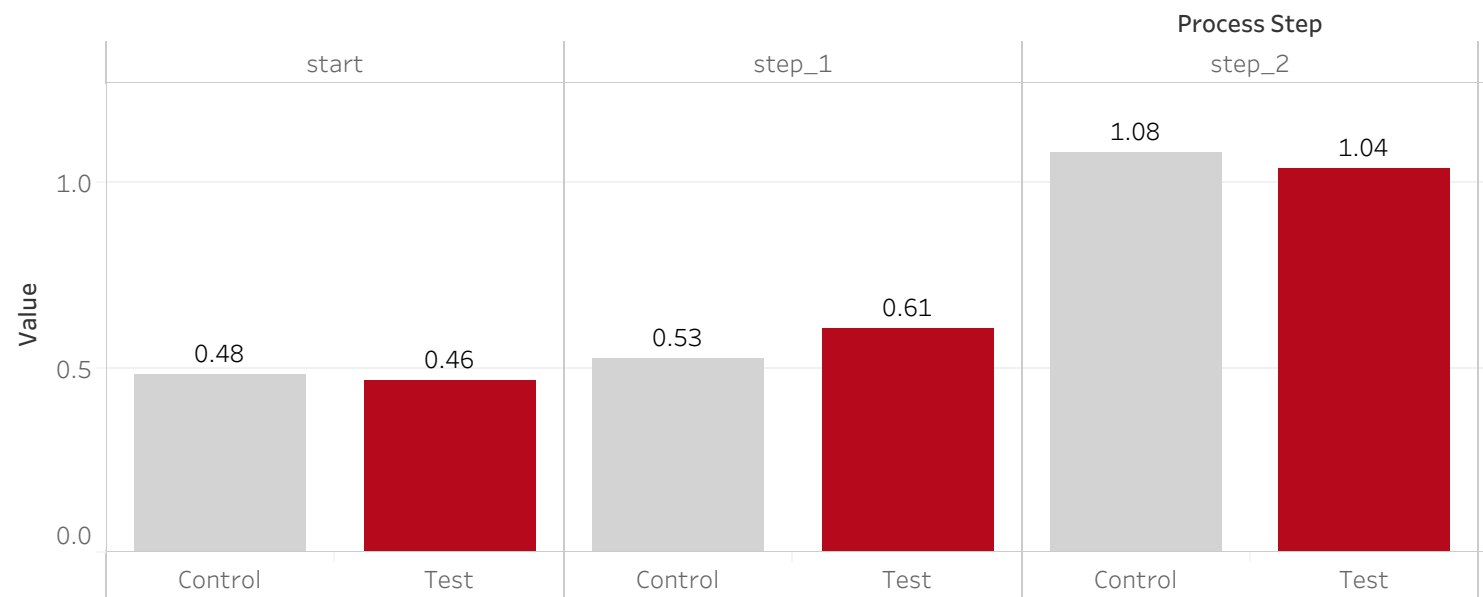
Completion times in minutes



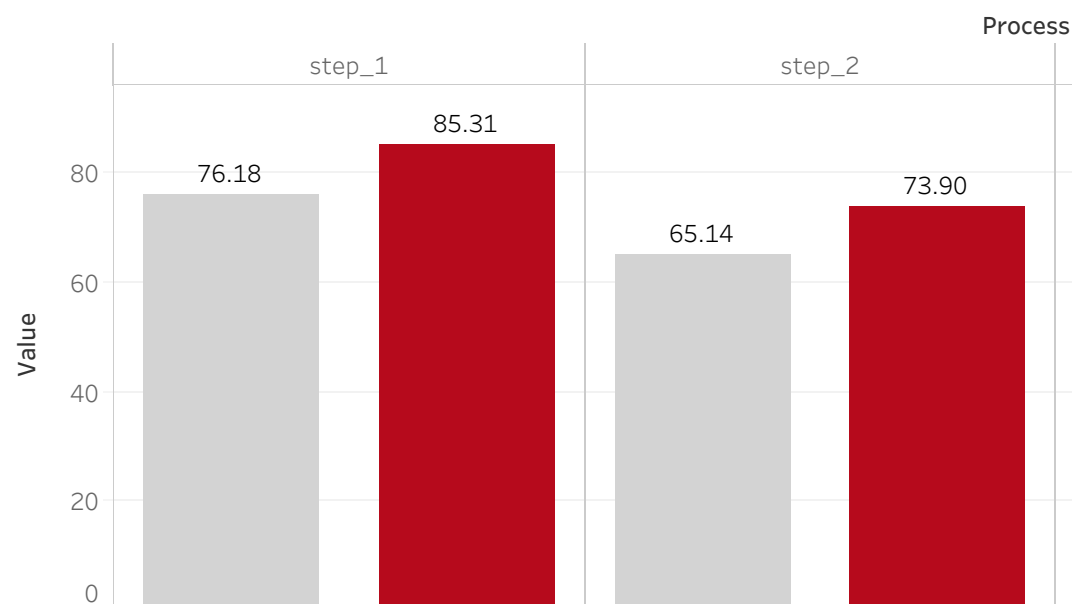
Completion times in minutes

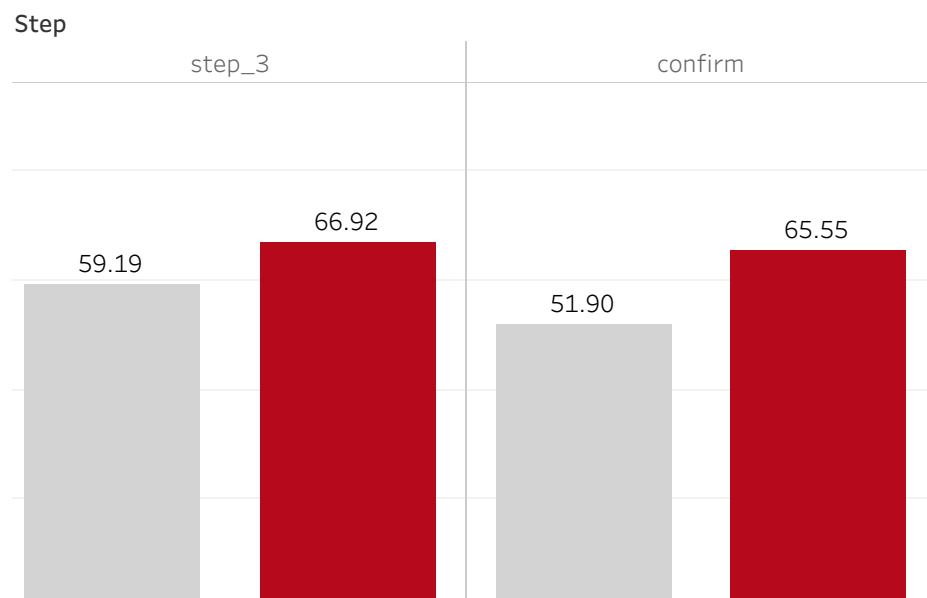
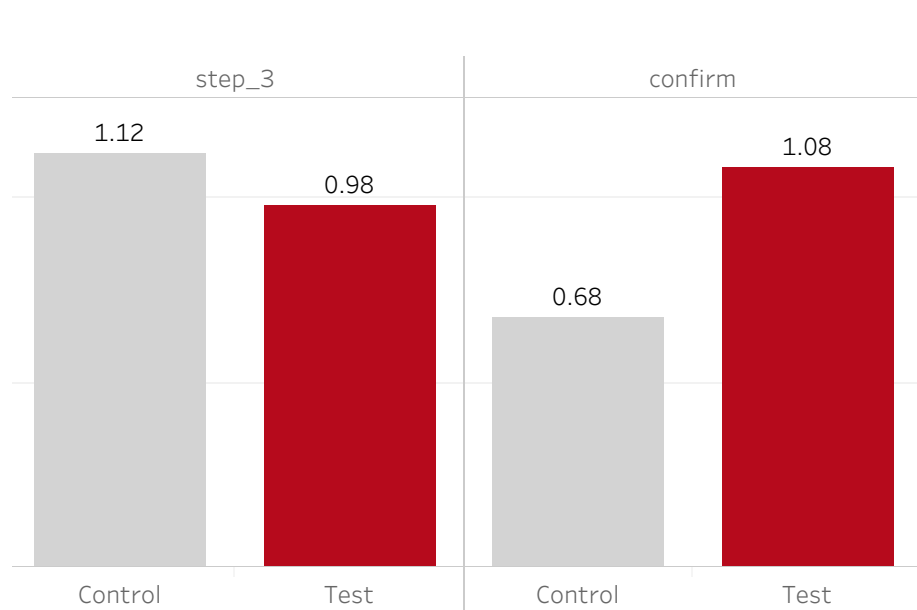


Completion times in minutes



Completion rate in %

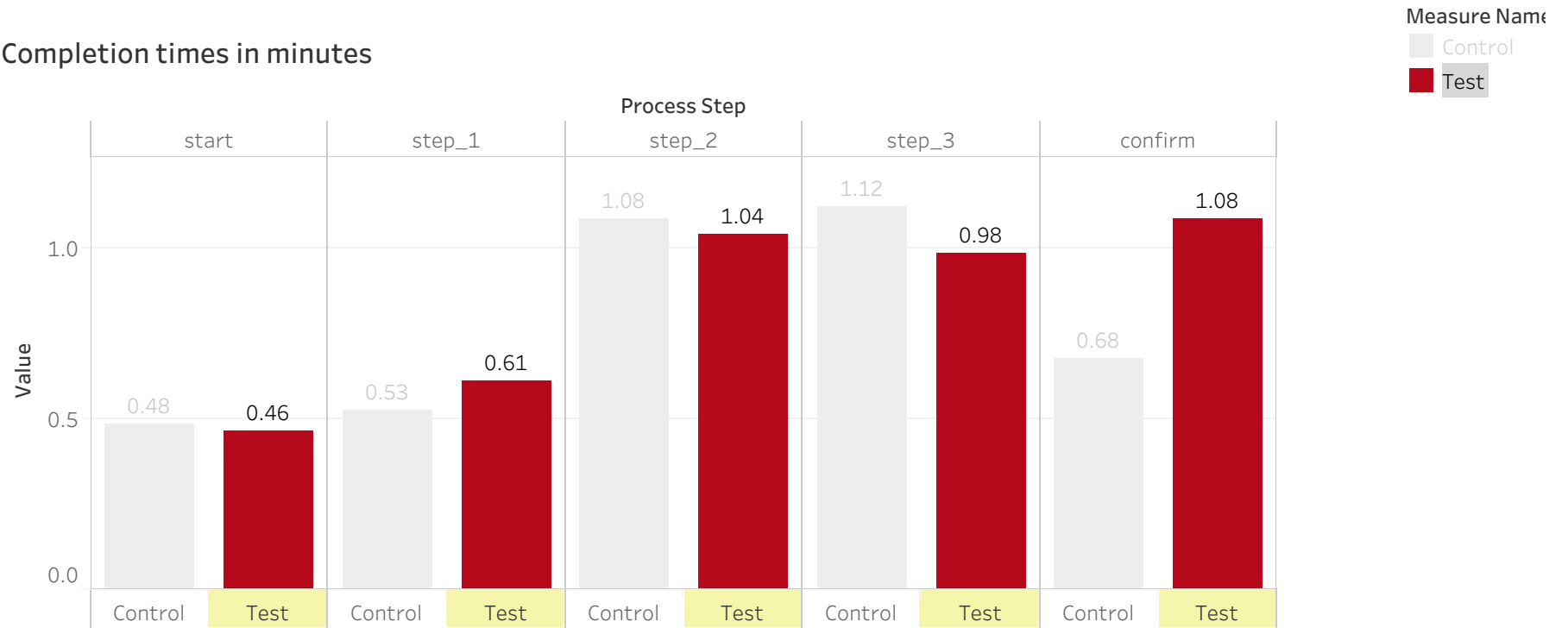




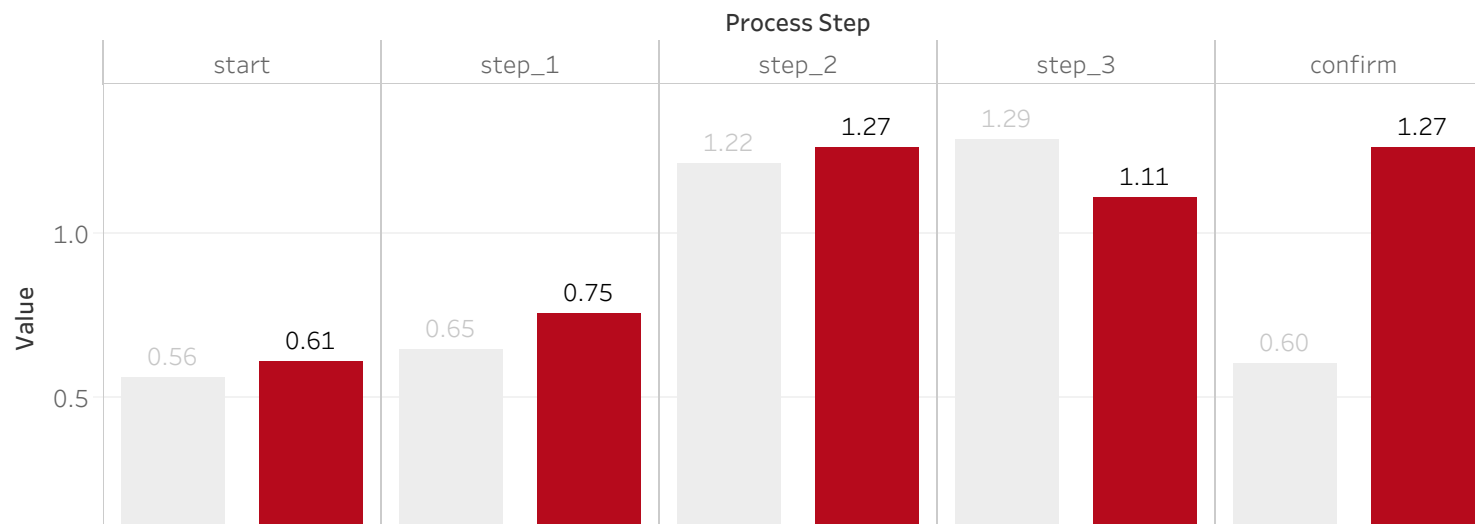




Completion times in minutes



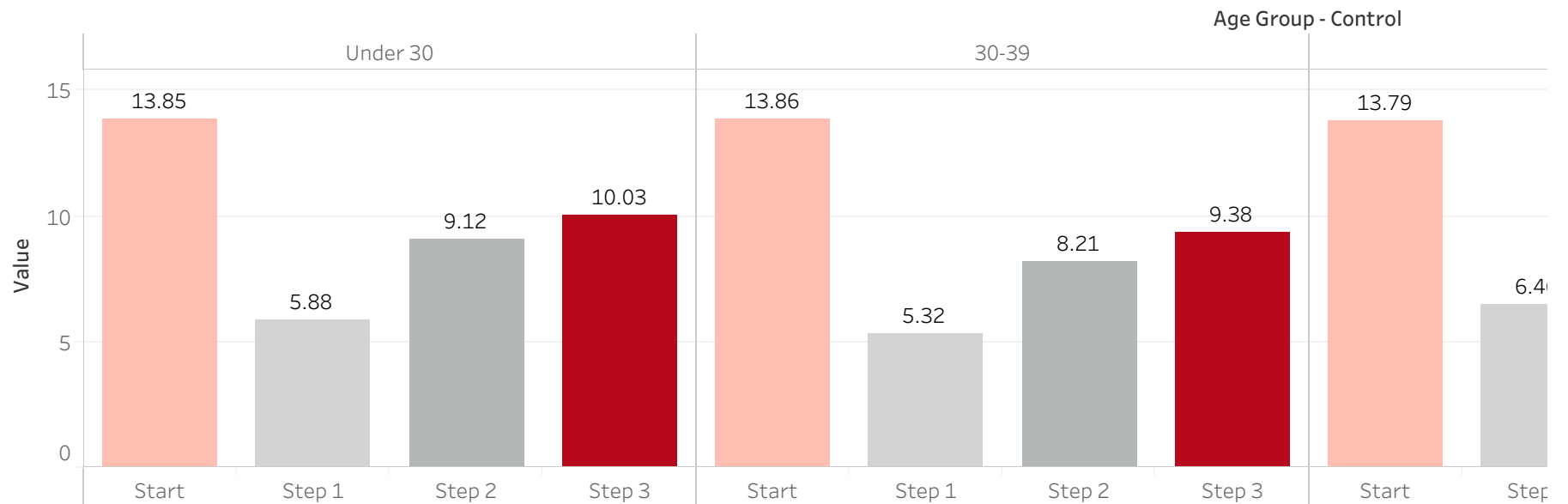
Completion time from start to confirm



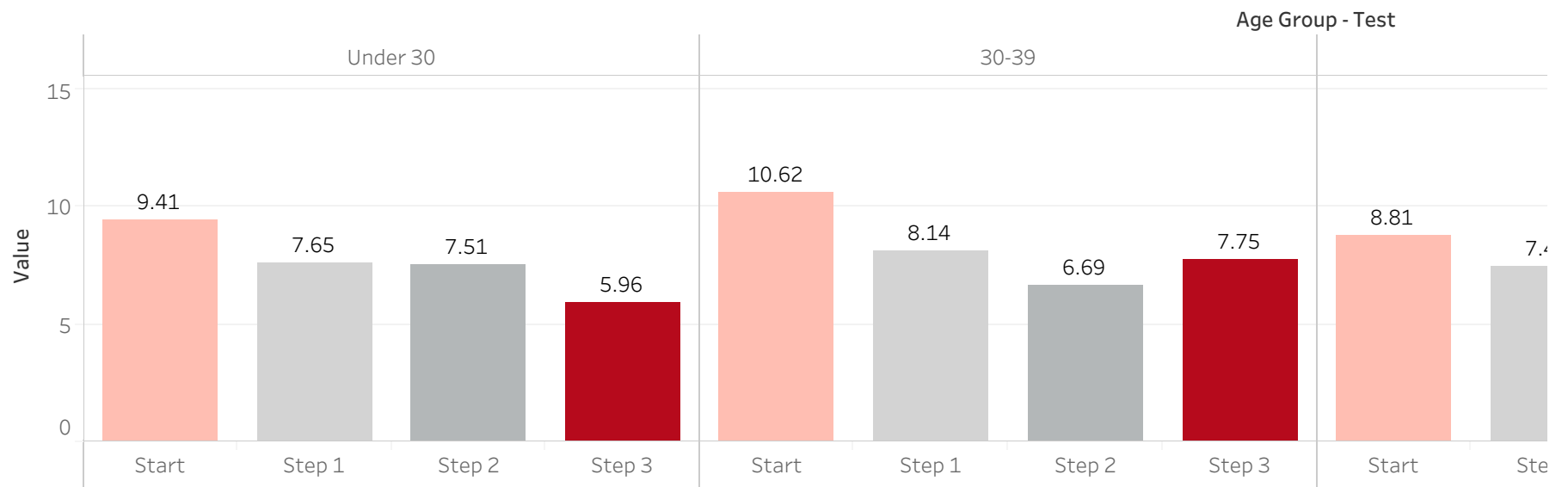
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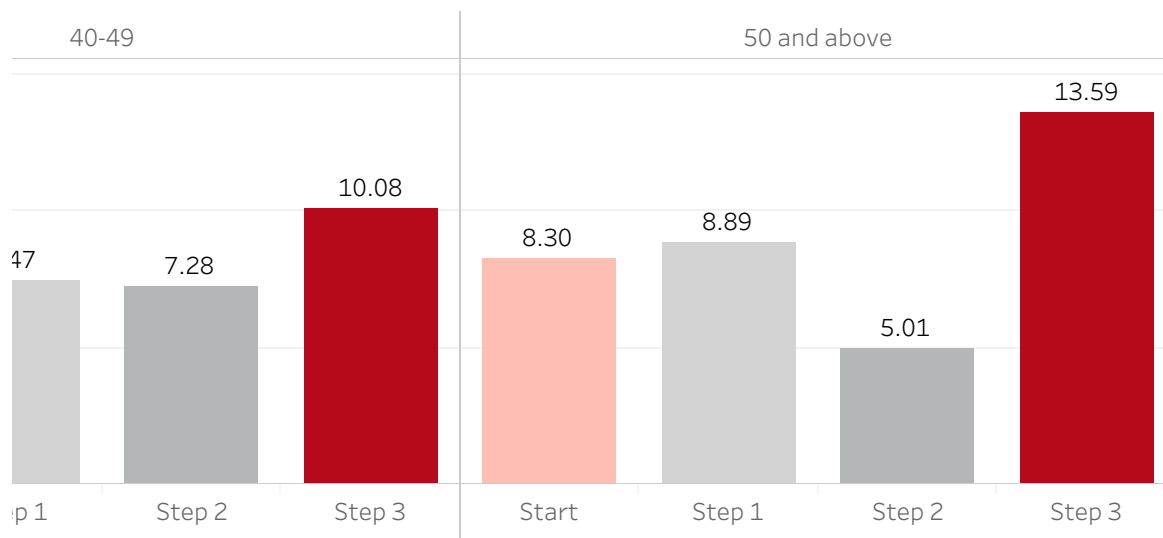
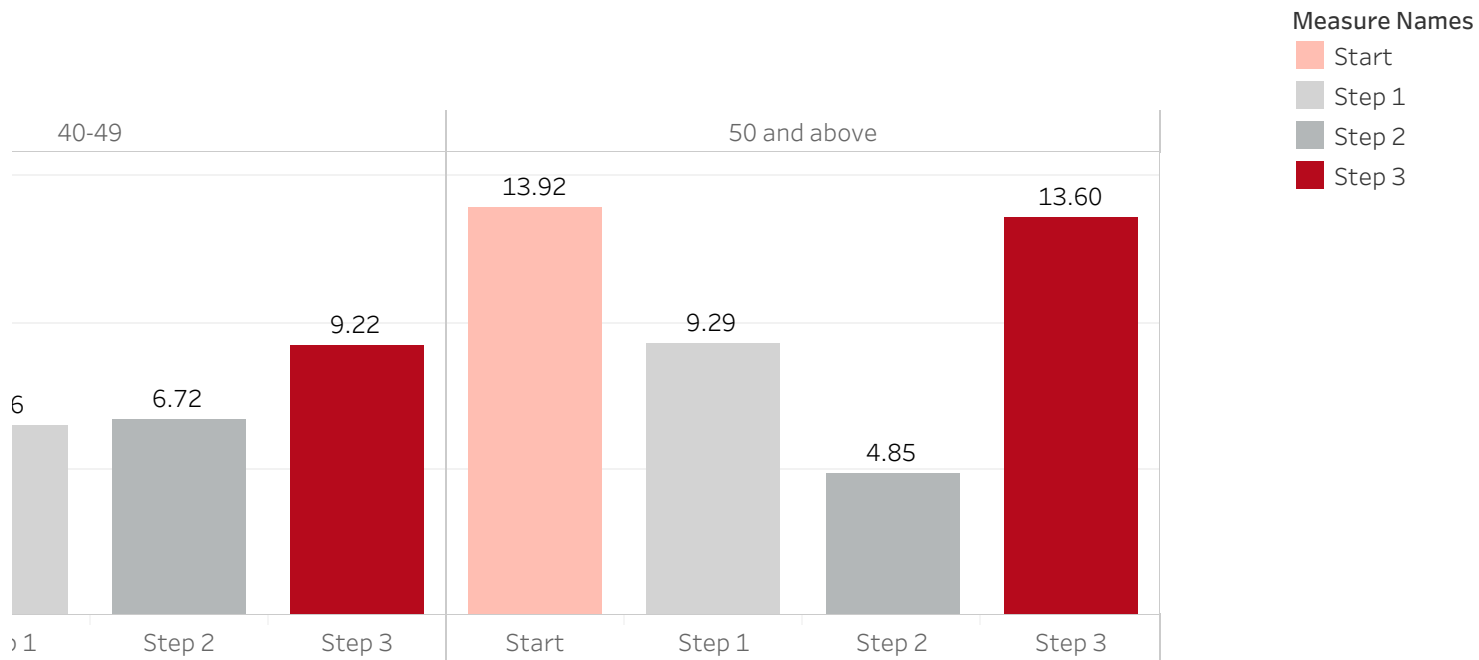


Bounce rates in % - Control group

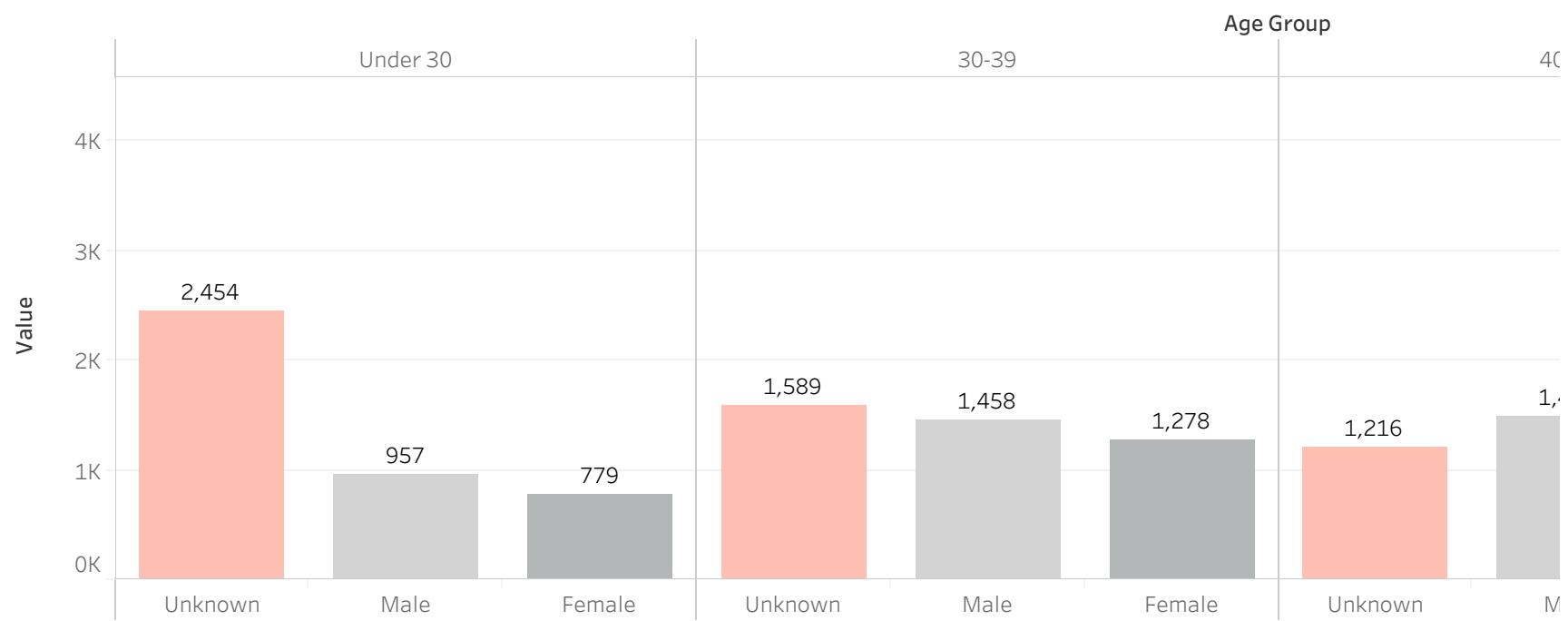


Bounce rates in % - Test group

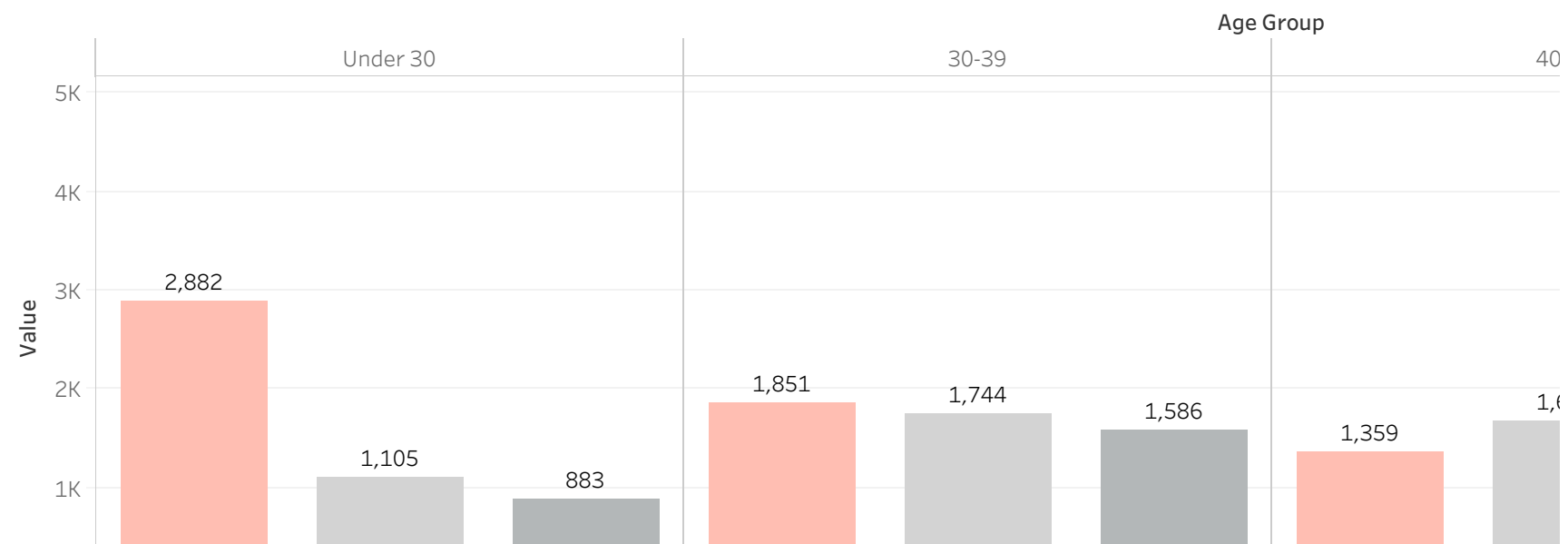


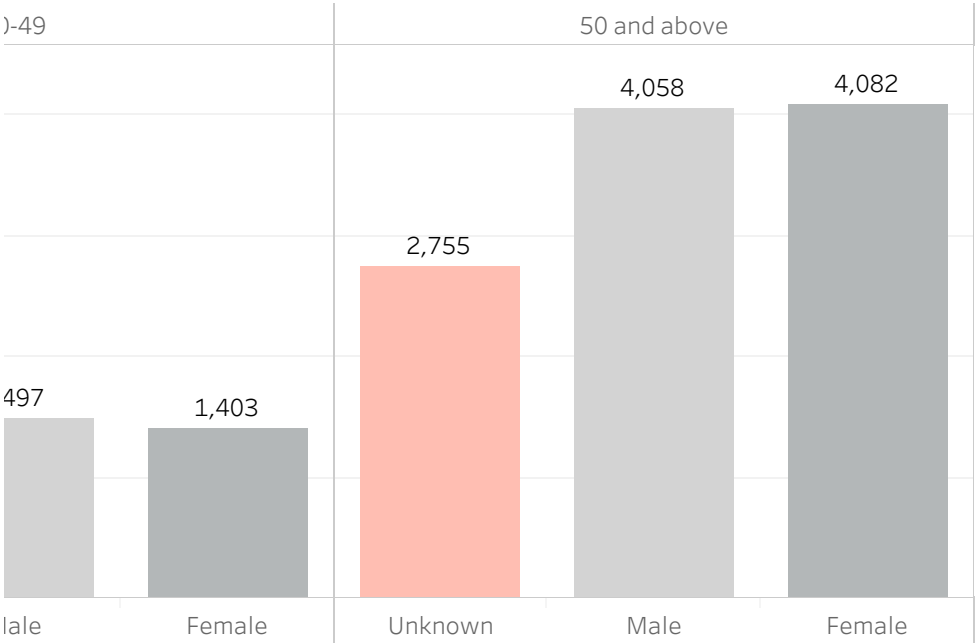


Age x Gender - Control group



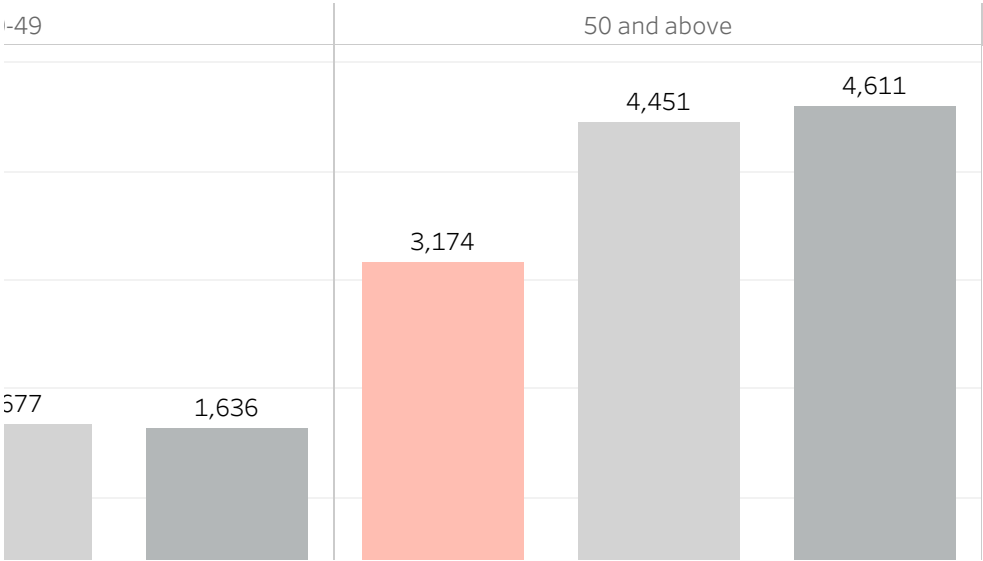
Age x Gender - Test group



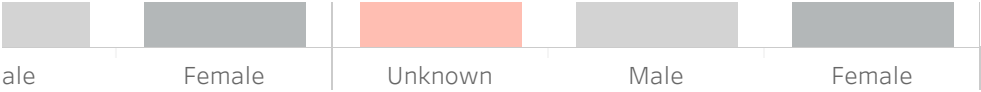


Measure Names

- Unknown
- Male
- Female



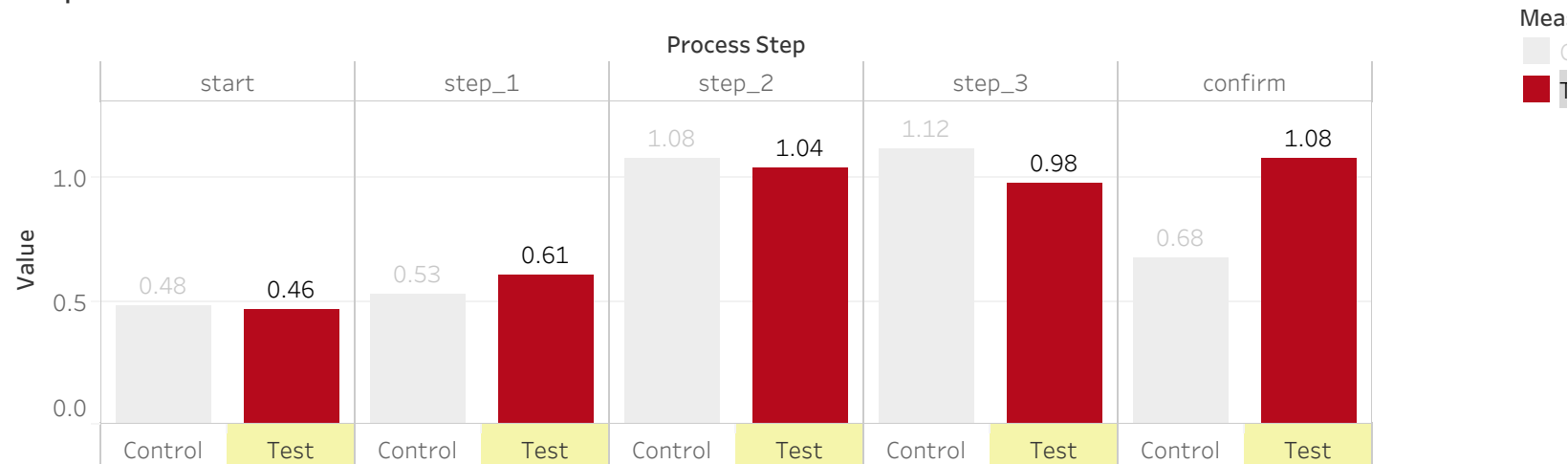




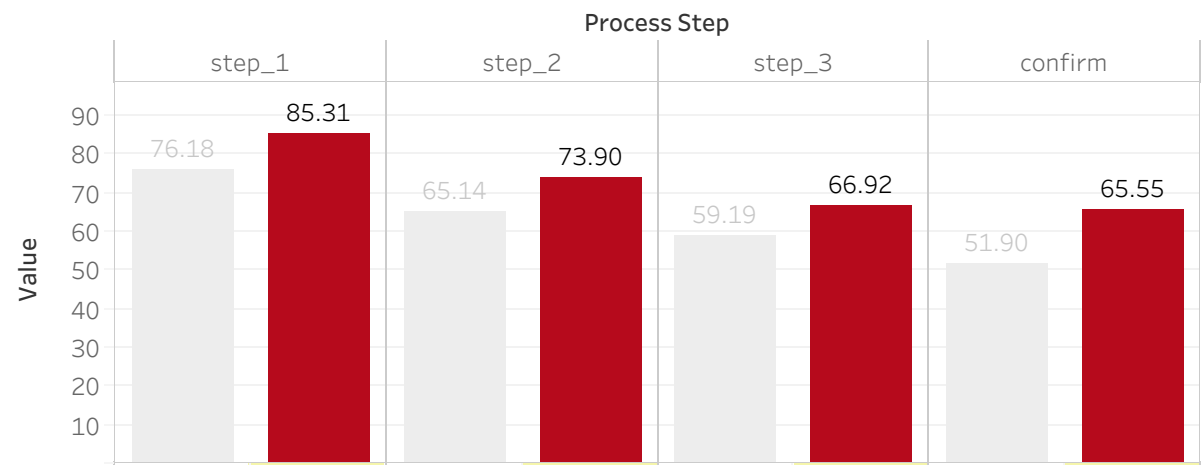
Vanguard_story

Completion rate & times	Bounce rates	Error rates	Were there any biases?	Completion times comparison
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Completion times in minutes



Completion rate in %



sure Names

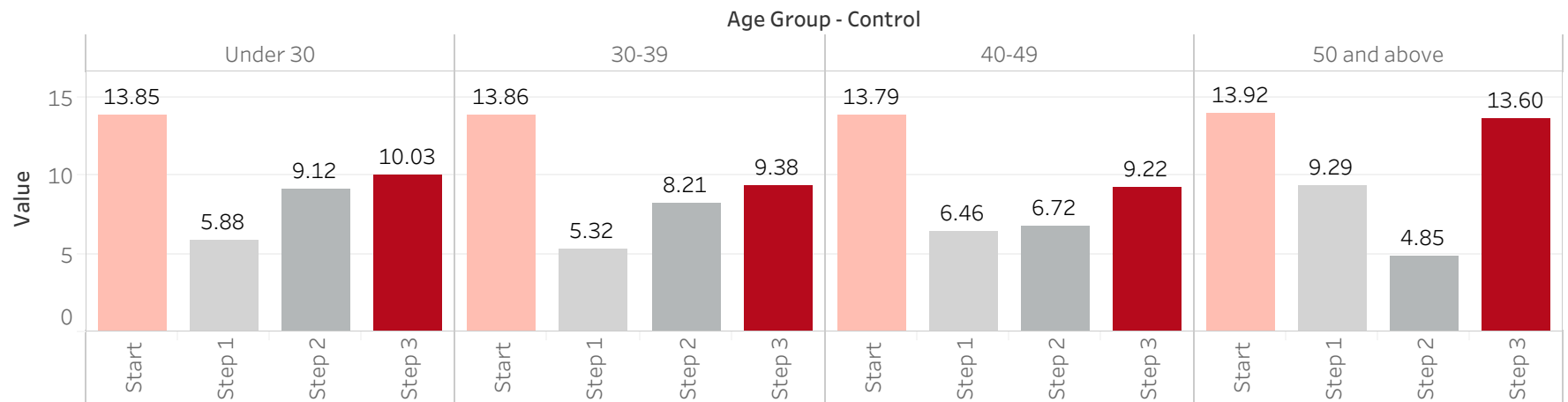
ontrol

est

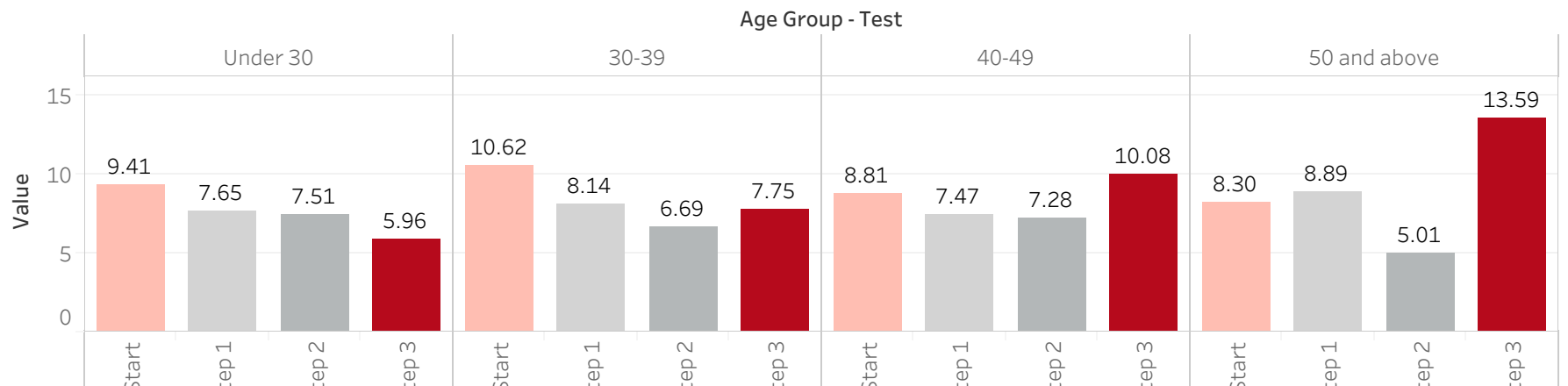
Vanguard_story

Completion rate & times	Bounce rates	Error rates	Were there any biases?	Completion times comparison
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Bounce rates in % - Control group



Bounce rates in % - Test group

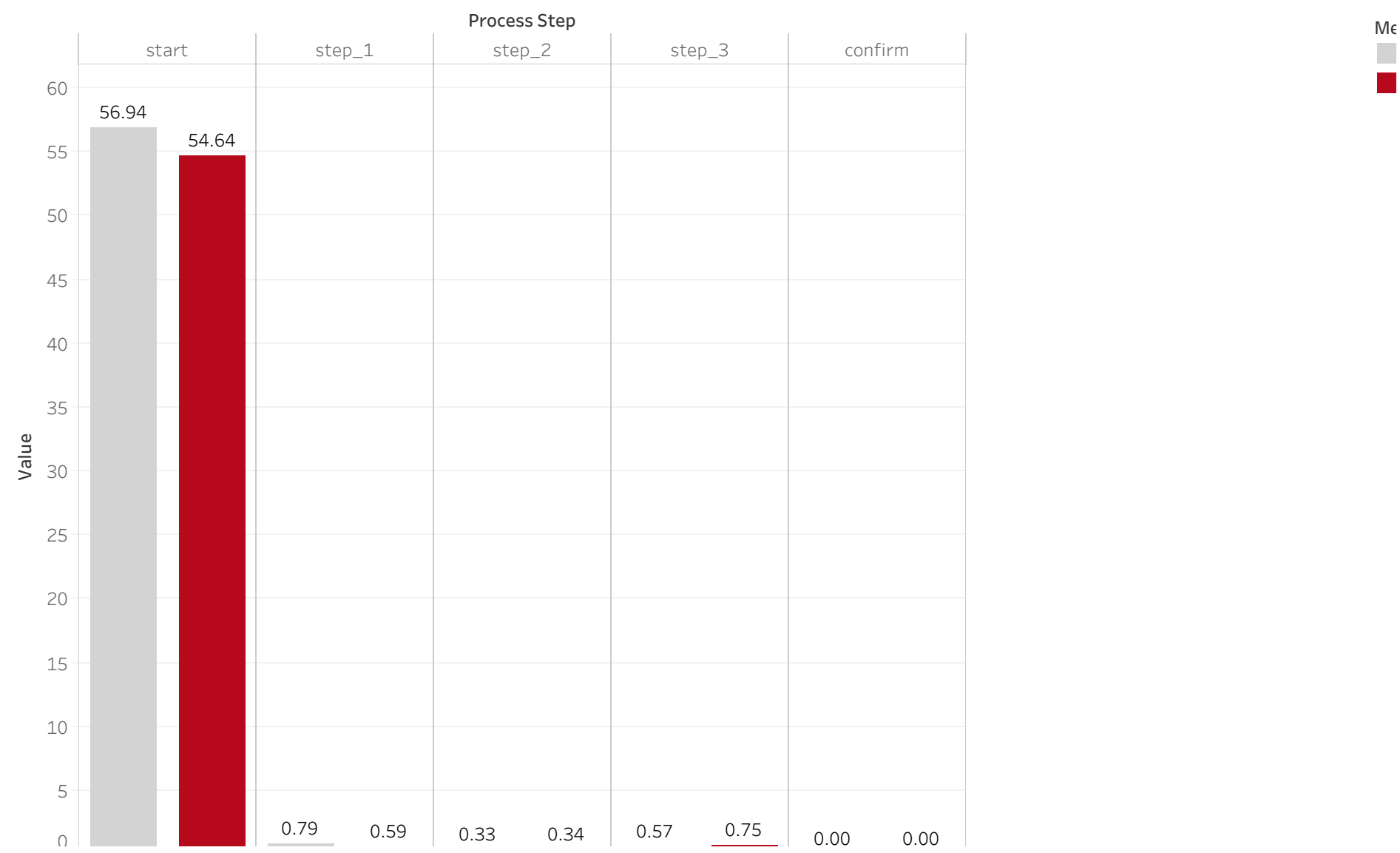


Measure Names

-  Start
-  Step 1
-  Step 2
-  Step 3

Vanguard_story

Completion rate & times	Bounce rates	Error rates	Were there any biases?	Completion times comparison
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Measure Names

Control

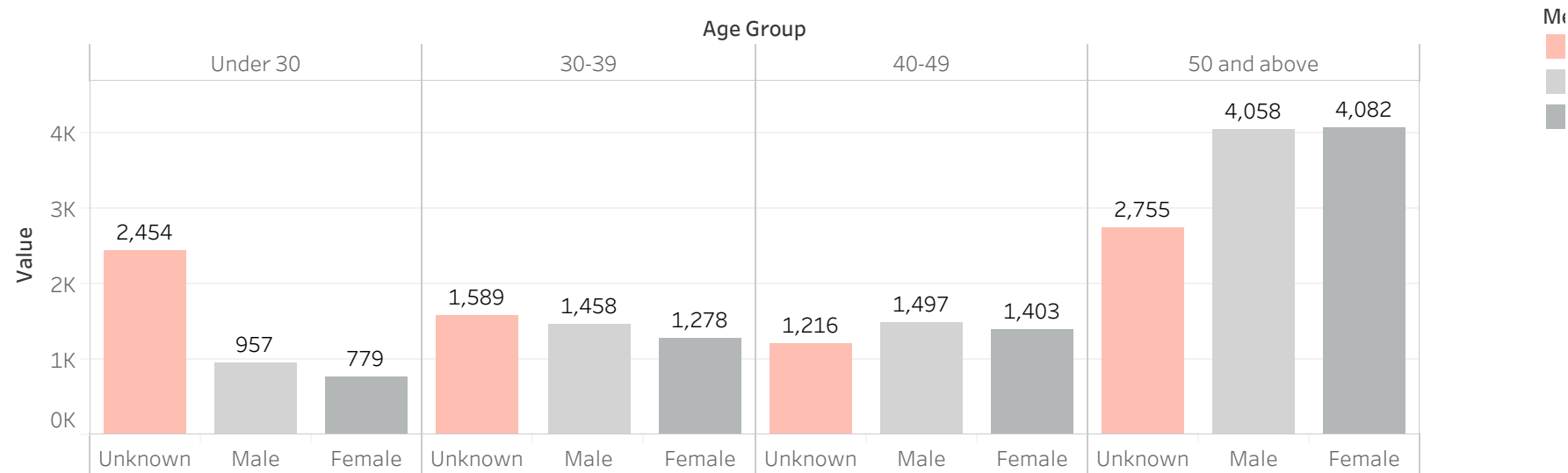
Test

Control	Test	Control	Test	Control	Test	Control	Test	Control	Test
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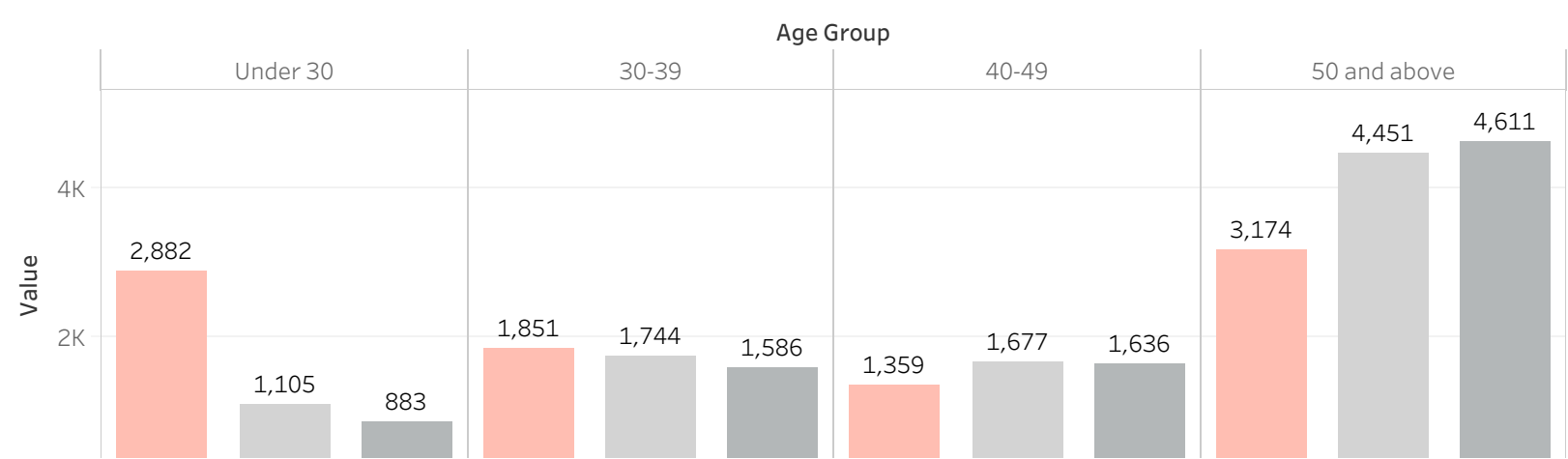
Vanguard_story

Completion rate & times	Bounce rates	Error rates	Were there any biases?	Completion times comparison
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Age x Gender - Control group



Age x Gender - Test group



Measure Names

- Unknown
- Male
- Female



Vanguard_story

Completion rate &
times

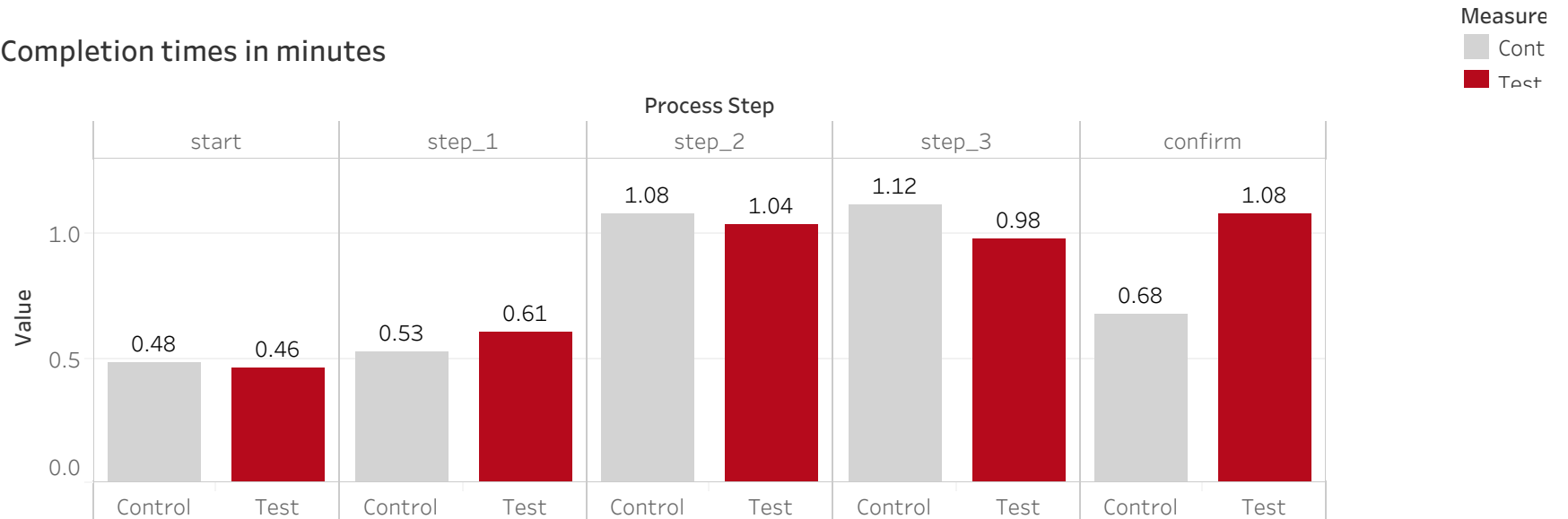
Bounce rates

Error rates

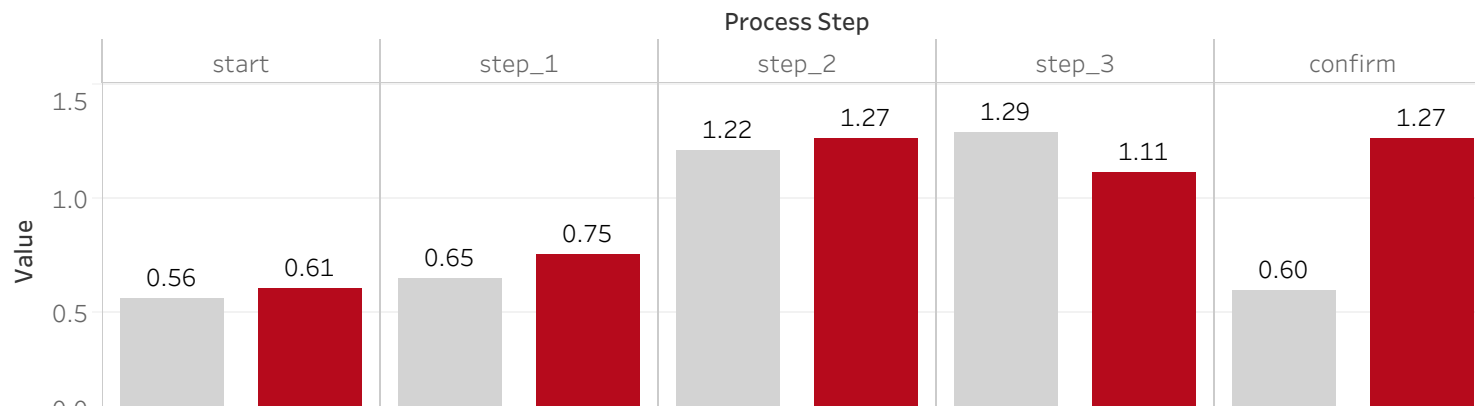
Were there any
biases?

Completion times
comparison

Completion times in minutes



Completion time from start to confirm



: Names
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