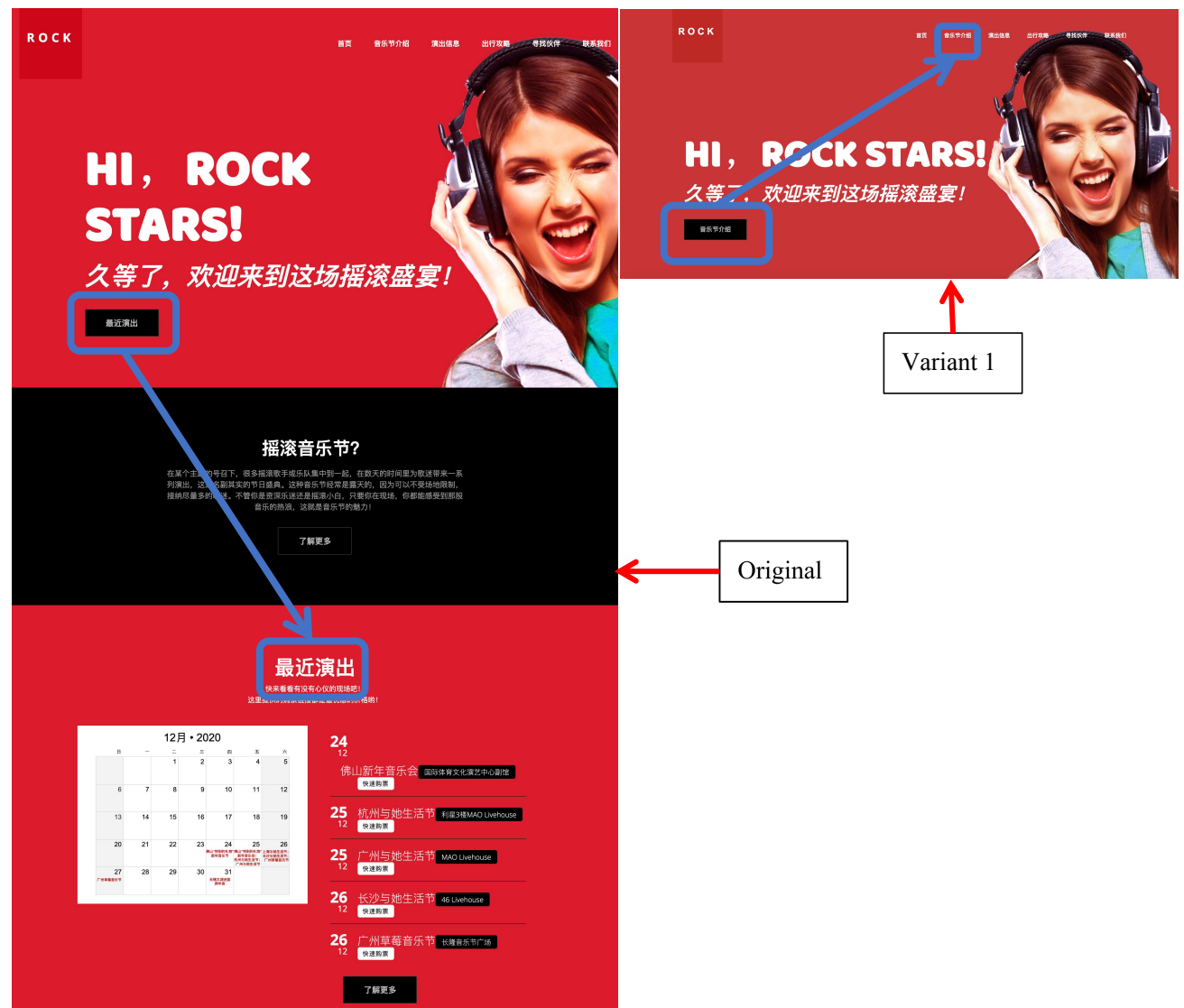


A/B Test



The difference of these 2 versions is on the button of the home page banner. When users click the button “最近演出” on the banner of the original website, they will go straight to the “最近演出” section of the home page. When users click the button “音乐节介绍” on the banner of the variant website, they will go directly to another page called “音乐节介绍”. Because the button on the home page banner is placed in a conspicuous position, compared with other buttons, users often click this button first. Through the comparison of the two different directions of the button, it can be seen that users are more interested in the basic information of rock music festivals or the introduction of rock music festivals, and which content is more attractive to the user's attention.

Test Results:

The Test Results will be posted on the final report.

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