Task Success Rate: the percentage of times users successfully check out

Null Hypothesis: The success rate on Version A will be equal to the success rate on Version B.

Alternative Hypothesis: The success rate on Version B is going to be greater than the success rate on version B because version B has more checks in place to make sure you are sure you are checking out correctly.

Time to Completion (Checkout): the time it takes to complete the task (checkout with pastries)

Null Hypothesis: The time is takes to checkout with pastries on Version A will be equal to the time is takes on Version B.

Alternative Hypothesis: The time to completion on Version A is going to be less than that of version B, because version A makes the checkout button more visible.

Time to First Item in Cart: the time it takes to add the first item to the cart

Null Hypothesis: The time is takes to add the first item to the cart on Version A will be equal to the time is takes on Version B.

Alternative Hypothesis: The time to add the first item to the cart on Version A is going to be less than that of version B, because version B makes you go through another window to add an item to your cart, version A does not.

Analyzing the Data:

**Version A**

Task Success Rate: The percentage of times users successfully check out

Time to Completion (Checkout): The average time it takes users to complete the task

Time to First Item in Cart: The average time it takes users to add the first item into their cart

|  |  |
| --- | --- |
|  |  |

**Version B**

Task Success Rate: The percentage of times users successfully check out

Time to Completion (Checkout): The average time it takes users to complete the task

Time to First Item in Cart: The average time it takes users to add the first item into their cart