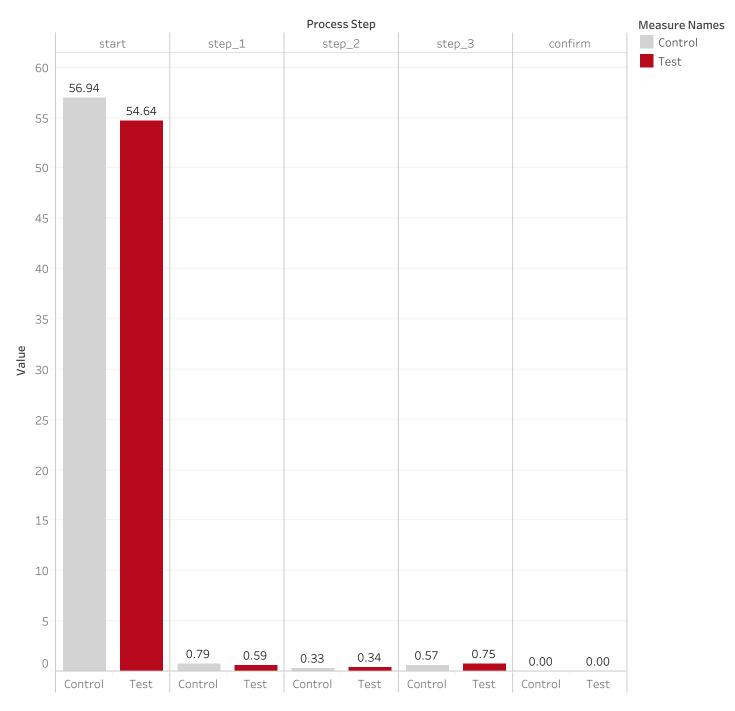
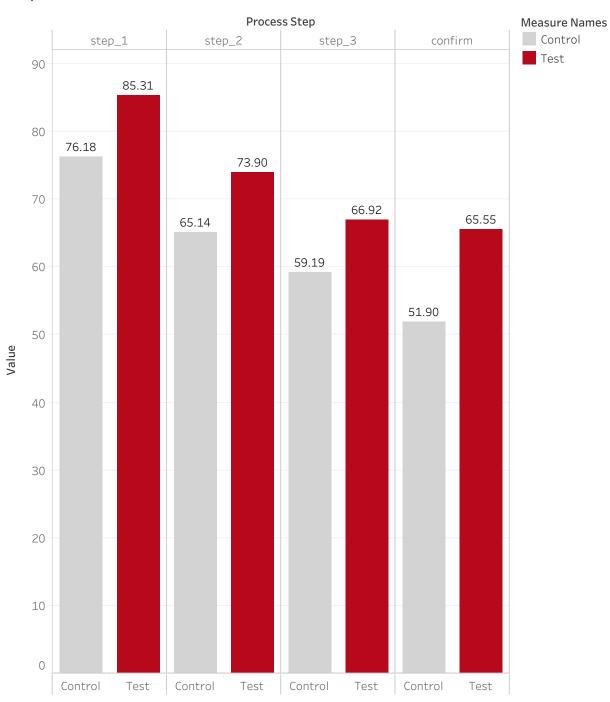
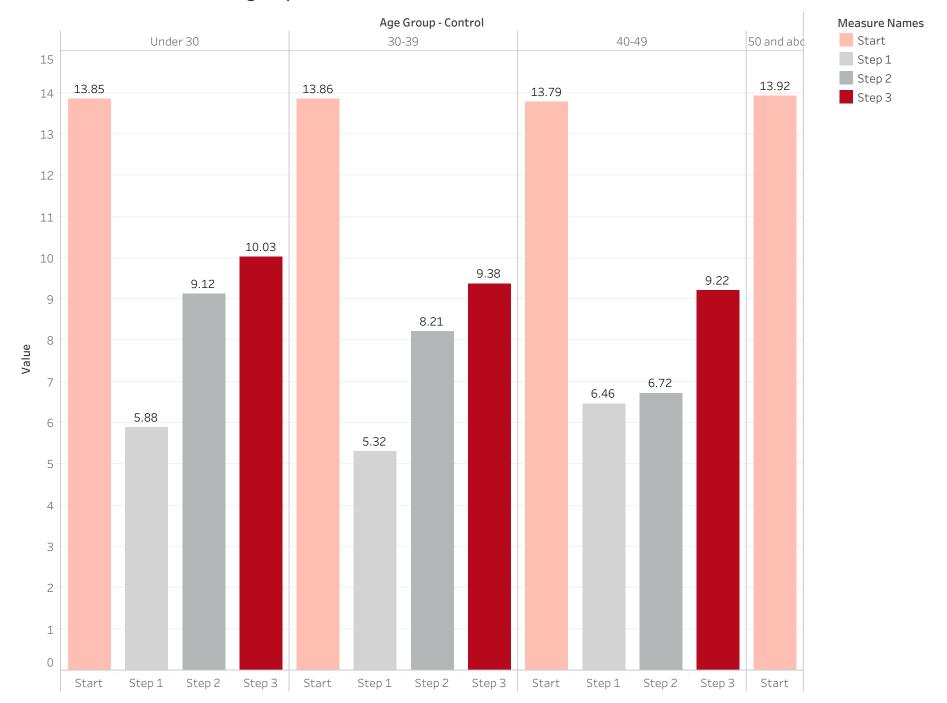
Eror rates in %



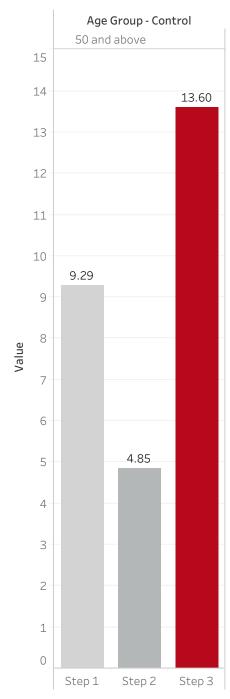
Completion rate in %

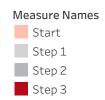


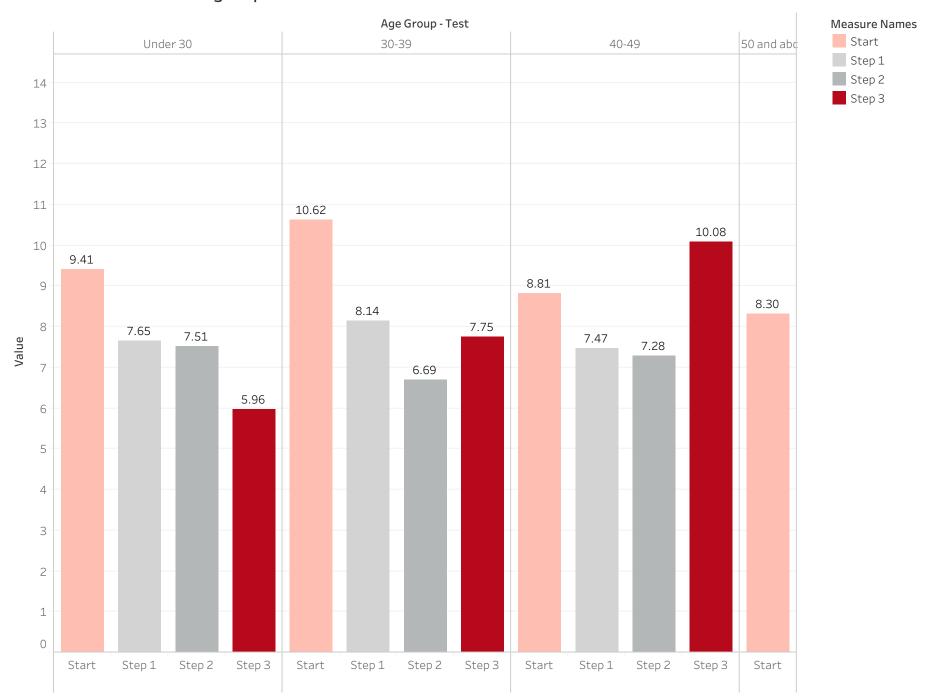
Bounce rates in % - Control group

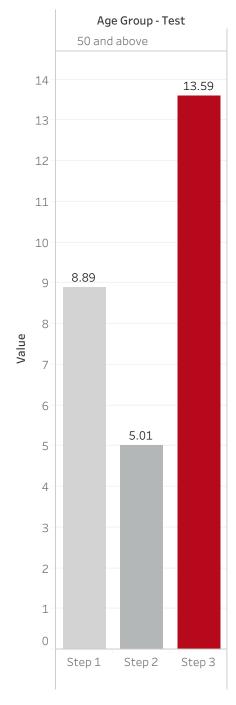


Bounce rates in % - Control group



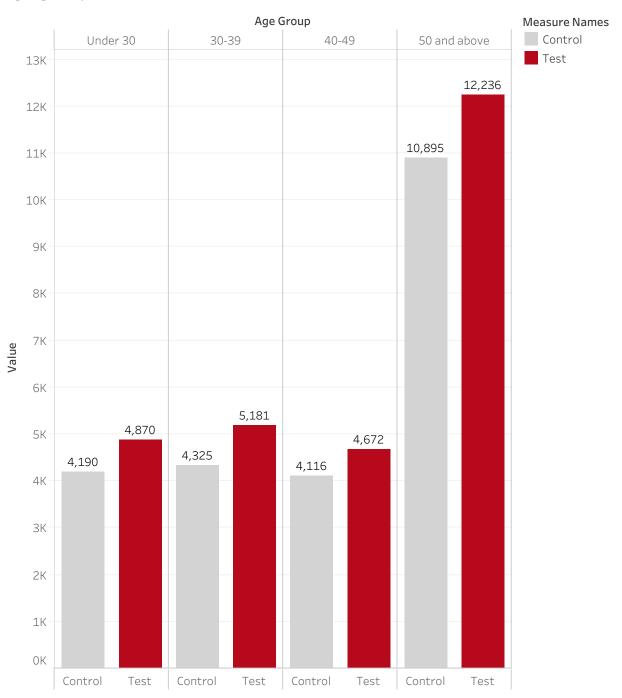




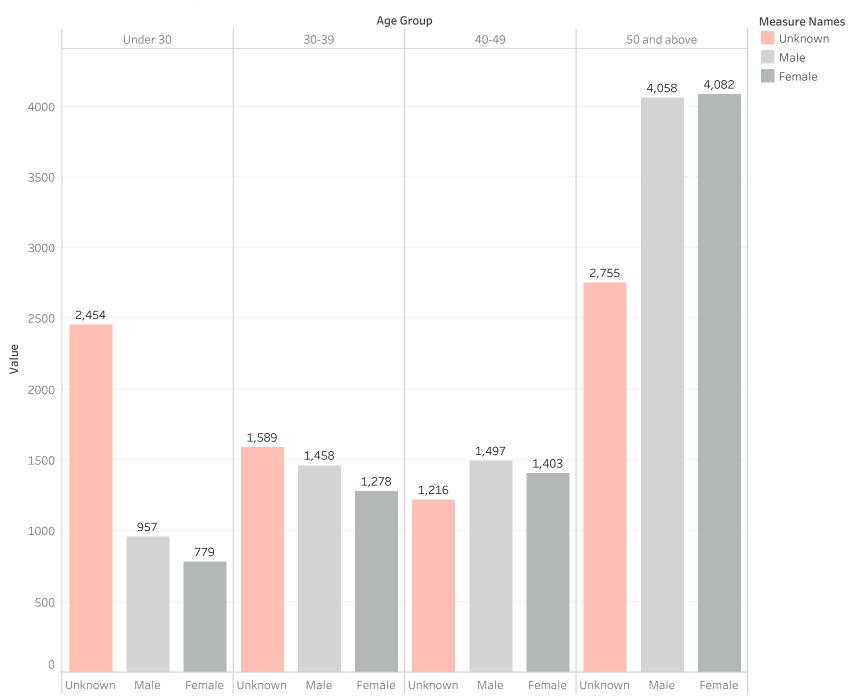




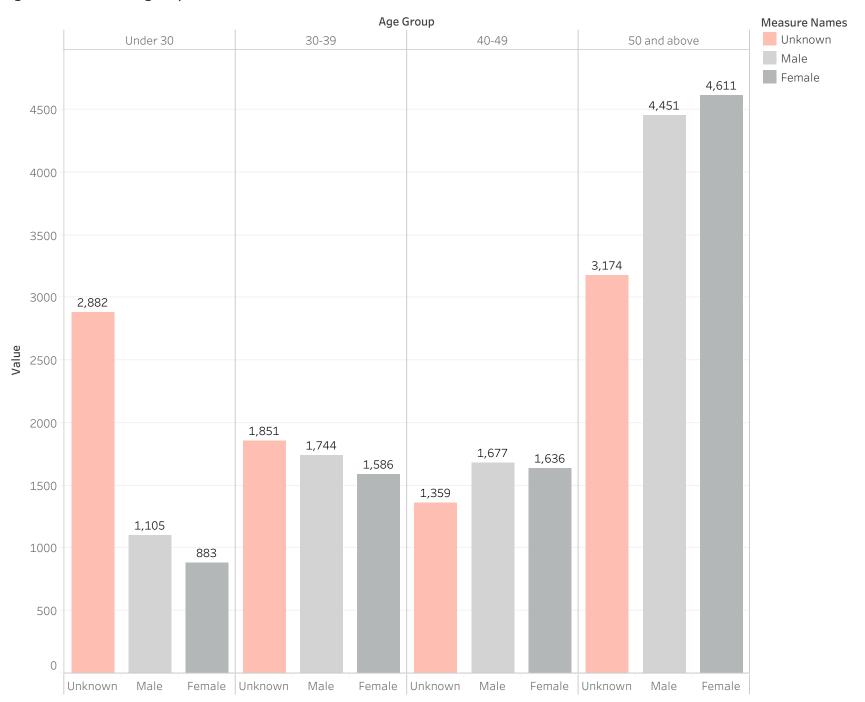
Age groups



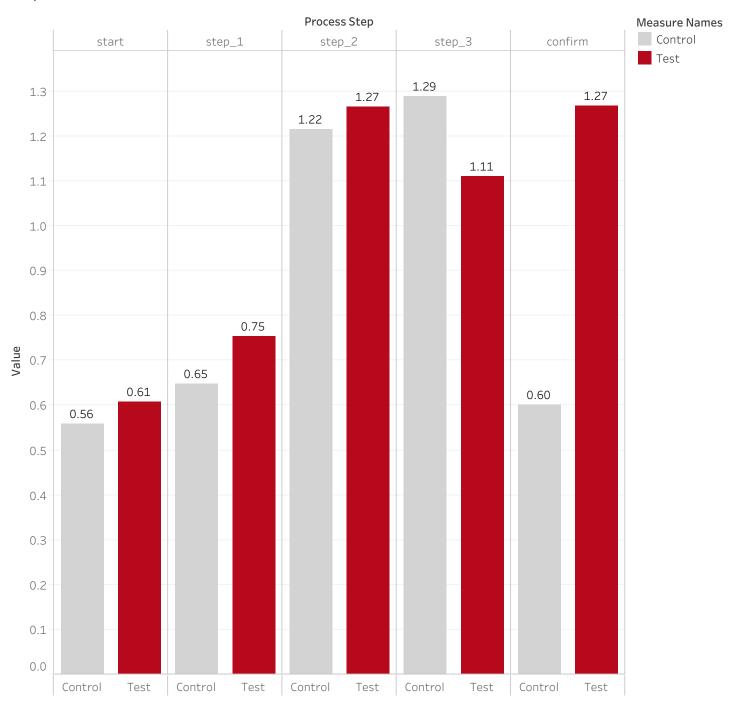
Age x Gender - Control group



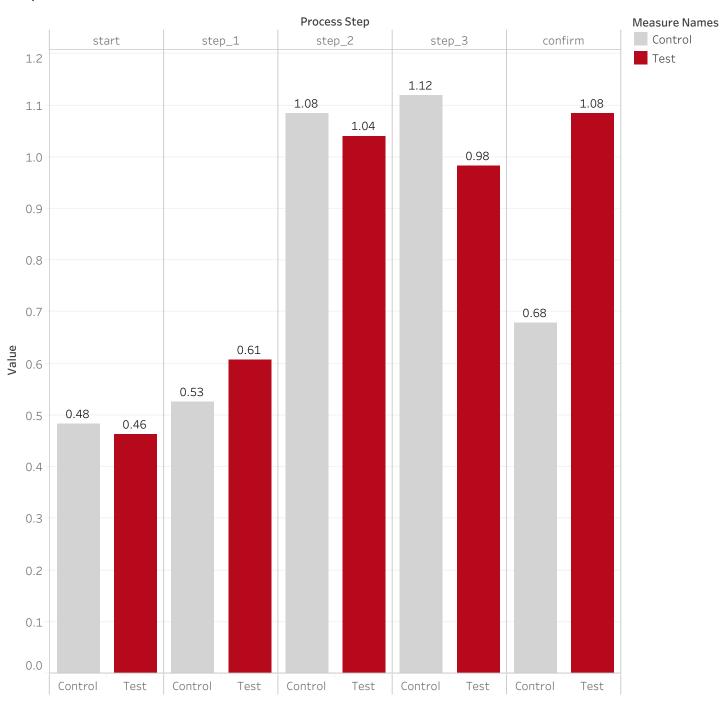
Age x Gender - Test group



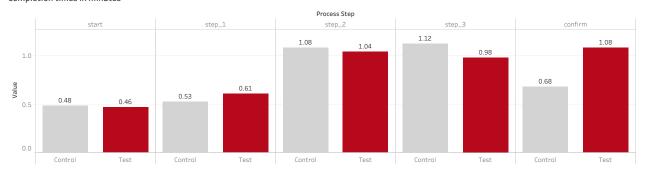
Completion time from start to confirm



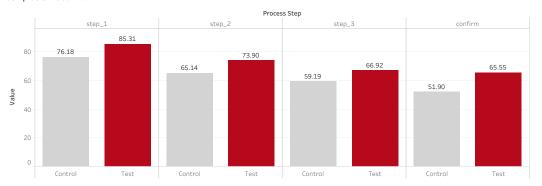
Completion times in minutes



Completion times in minutes



Completion rate in %



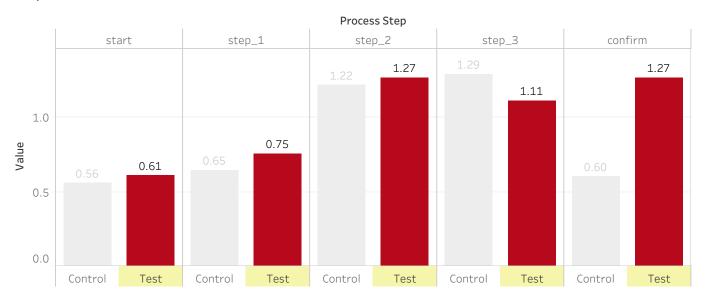
Measure Names
Control
Test

Completion times in minutes





Completion time from start to confirm



Bounce rates in % - Control group

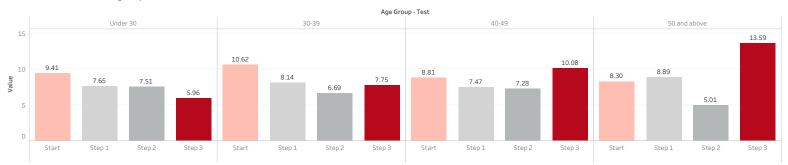


Measure Names

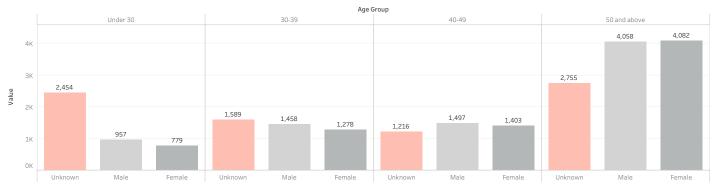
Start

Step 1

Step 2 Step 3



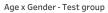
Age x Gender - Control group

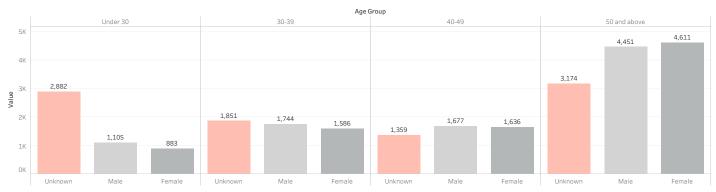


Measure Names

Unknown Male

Female



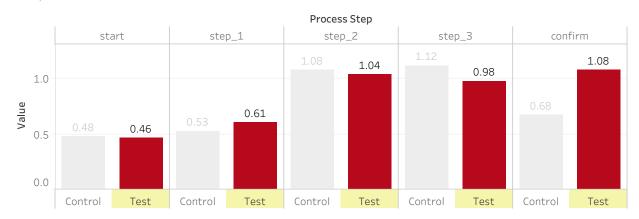


Completion rate &	Bounce rates	Error rates	Were there any	Completion times
times			biases?	comparison

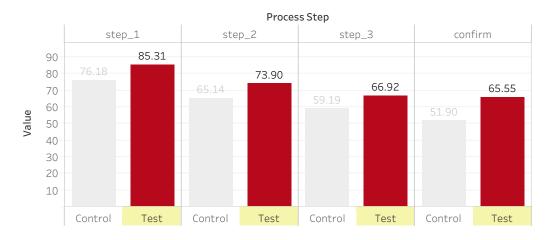
Measure Names

Test

Completion times in minutes



Completion rate in %



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

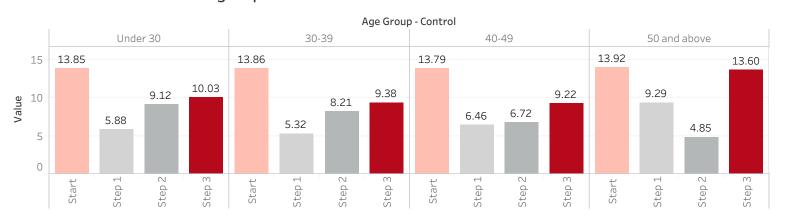
Measure Names

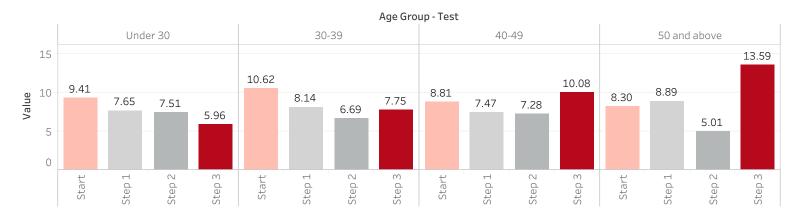
Start

Step 1
Step 2

Step 3

Bounce rates in % - Control group

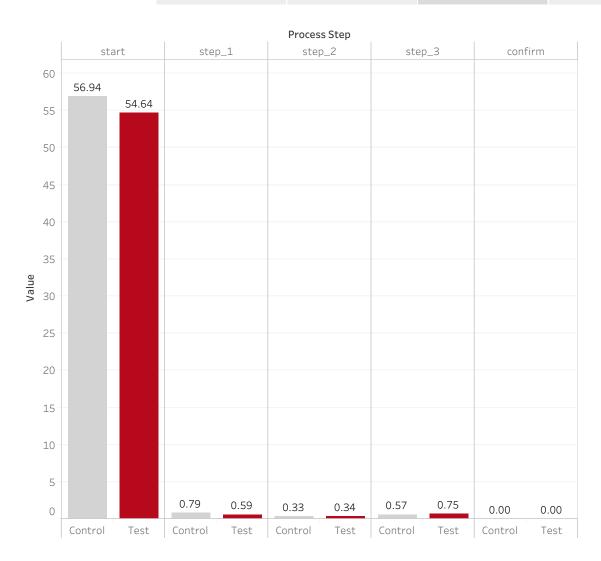




Completion rate & Bounce rates Error rates Were there any biases? Completion times comparison

Measure Names

Control
Test



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

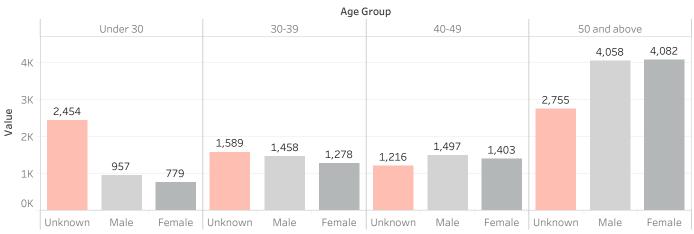
Measure Names

Unknown

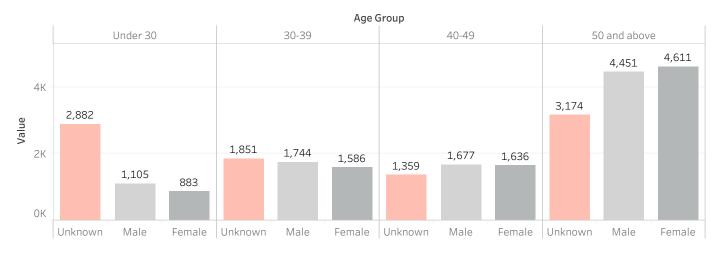
Male

Female

Age x Gender - Control group

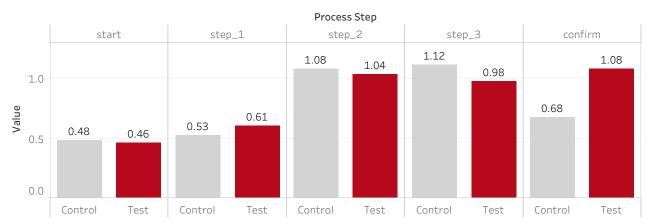


Age x Gender - Test group

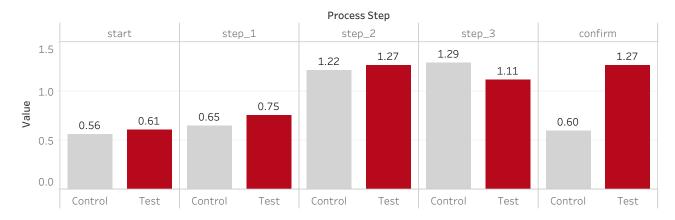


Completion rate & Bounce rates Error rates Were there any times biases? Completion times comparison

Completion times in minutes



Completion time from start to confirm



Measure Names
Control
Test