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30m

Elon Musk has a talent for describing the most comforting kind of crazy-ass futures. His vision—Mars rockets! Underground electric robot ...

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Participants would like an option to opt out of guided tours

"Variant 1 was the easiest and is great help in setting up alerts the first time. I think after your first time, you should be able to opt out."

- User asked to set up a job alert

87%

Variant 1

02. PROJECT : LinkedIn

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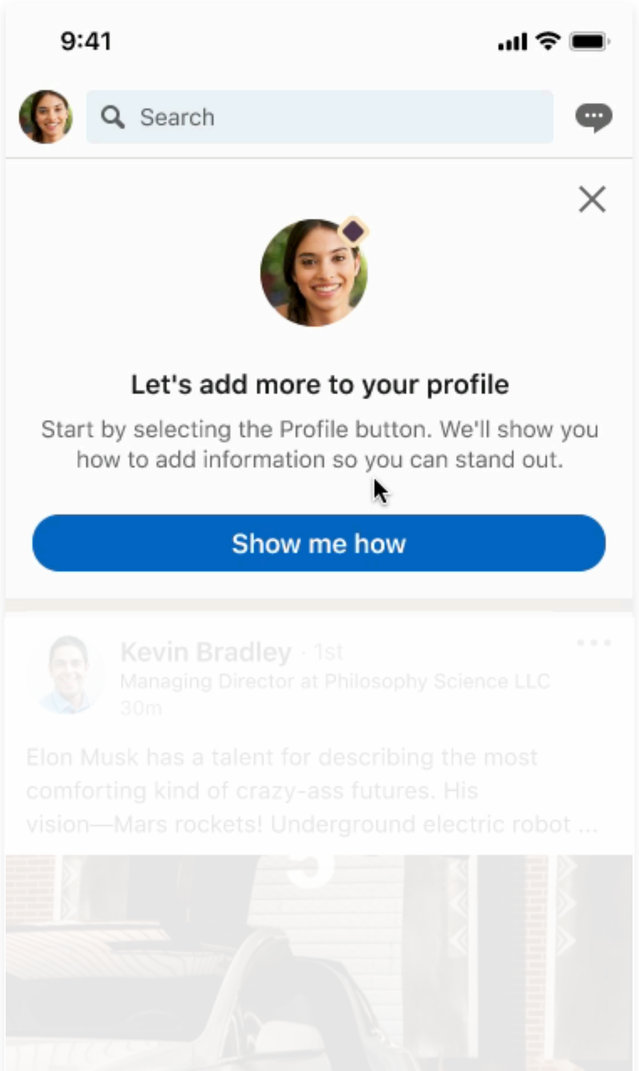
Variant 1



87%

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"Variant 1 was the easiest and is great help in setting up alerts the first time. I think after your first time, you should be able to opt out."

- User asked to set up a job alert

Across all tests

70.5%

found guided tour
extremely useful

70.2%

agree guided tours
improve discoverability

"Pages that provide easy-to-follow prompts make the experience user-friendly and help build confidence."

- User asked to add a profile section