

LAB 9 - REPORT

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Ontario Tech U software portal login page

For my AB testing users had to successfully click the link which would allow them to login to the Ontario Tech website. Initially without any change there was a sign in link and also a picture which demoed the sign in window which had red button in it so people where most likely to click that first. Also this particular page was like an instruction manual so people had to read the page clearly so they start from the beginning so 5 seconds wasn't enough.

Results:

```
A, false, 5000, 2:57:31
B, false, 5000, 3:03:44
A, false, 2964, 3:04:35
B, false, 5000, 3:05:11
B, false, 5000, 3:05:30
A, false, 3597, 3:05:42
B, true, 1214, 3:06:00
A, true, 2731, 3:06:47
B, true, 2967, 3:06:51
B, true, 3498, 3:06:55
A, false, 2364, 3:06:58
A, false, 1747, 3:07:01
A, false, 2847, 3:07:12
A, false, 2198, 3:07:15
A, false, 5000, 3:07:27
A, false, 2930, 3:07:40
B, false, 5000, 3:07:54
```

A was the unedited page. B is the edited page in which I removed first 2 demo images which was were users were most likely to click first, removing them made the page simpler. I could have made the link **bold** or ALL CAPS to make even more attractive.

Files attached

1. A.png - original page
2. B.png - edited page
3. results.csv