

Design- A/B testing

A/B testing, also known as split testing or bucket testing, is a research method that compares two different variants with each other. The differentiation from each other can lie, for example, in the arrangement of elements in a mobile app.

Method I have used Split testing

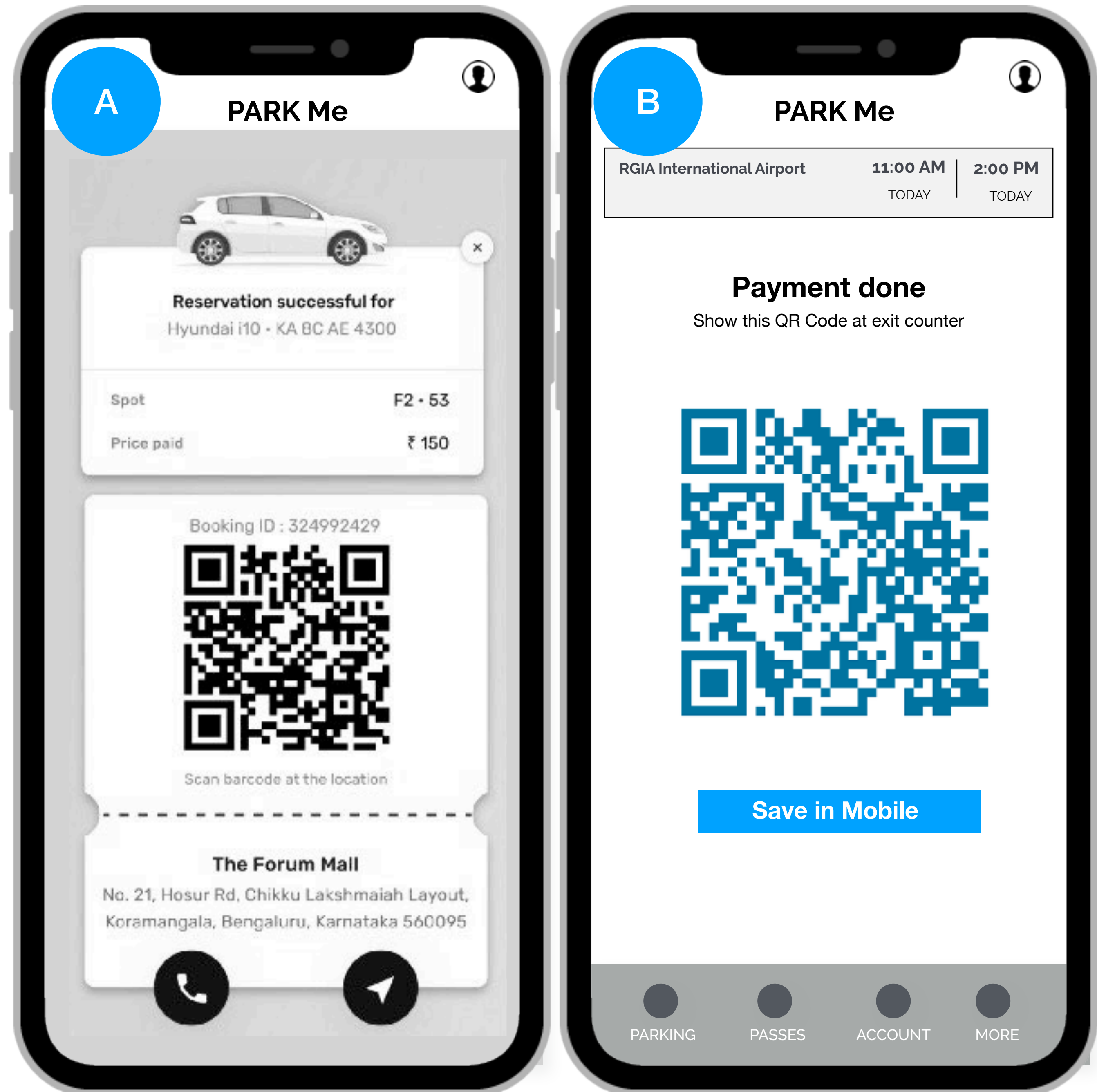
Feedback Received

Screen A:

- Visually appealing
- Complete information provided
- Call and Navigations are key actions after payment done.

Screen B:

- Not providing any information like where I need to park
- Not able to understand what to do next after payment



Design - Visual Design

After sketching I jump into VD

