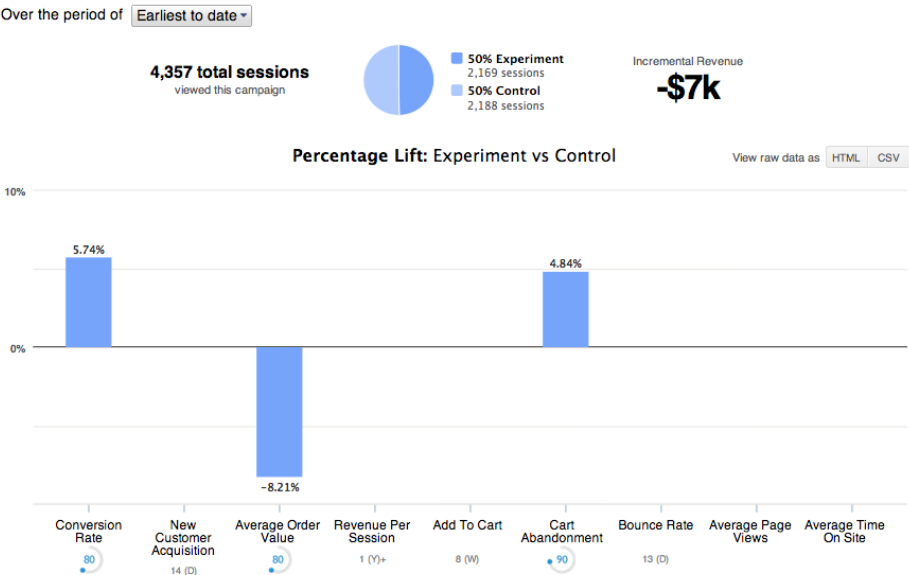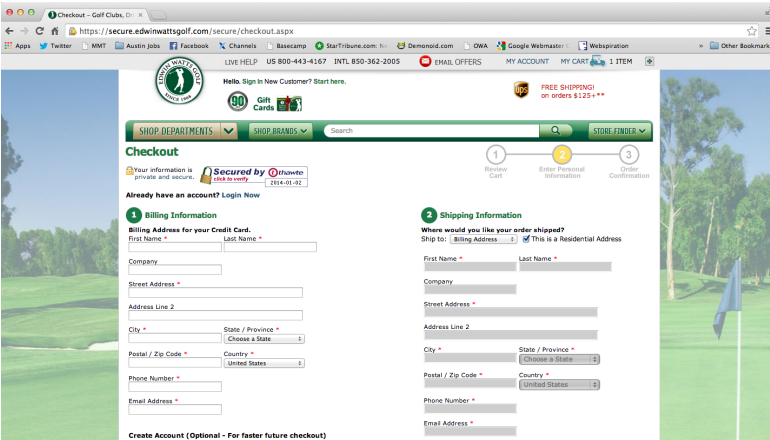# Hide Top Navigation Test:

Experiment designed to measure checkout behavior by hiding the global top navigation header during the checkout process. Examples seen on Amazon.com. Test Results concluded that Cart Abandonment increased to unfavorable levels during the experiment. While Conversion rates increased favorably, the experiment ended before a statistical significance could be established. In addition, the decline in Average Order Value coupled with the increase in Cart Abandonment terminated this test.

Control

Test Results

Experiment