



The F Variation & Its Effects

Variation F was created by taking E and removing one additional sentence in the form paragraph. This was the sentence which reassured about winning as well as the benefit.

Compared To **A** **+19%**
Contest Signups

Results are light green if they are somewhat conclusive (p-Value is between 0.2 and 0.05).

idea 13 Fewer Form Fields

idea 48 Natural Language

One Less Subheader

Input Styling

Higher Up Button

The Control

Differences Which We Think Have Contributed To The Effect:

- + idea 48 Natural Language**
The text was written in first person narrative while merging form fields with sentences.
- + idea 13 Fewer Form Fields**
First & last names were merged into one field, the duplicate password confirmation was removed, and the personal birthday field was changed into a confirmation text of being "18 years or older".
- + Higher Up Button**
The "Continue" button moved higher up removing the chance of being hidden below the fold.
- + Input Styling**
The input field was styled as a link with an underline.
- One Less Subheader**
The "Official Entry Form" text was removed.