

Mobile Hover Effect Removal

Armadillo Hat Company

Objective:

Test the effectiveness of the hover effect on the mobile version of the website.

Hypothesis:

It has been assumed the hover effect on mobile devices is impeding the user experience and preventing users from getting to the add to cart button. We believe removing it will increase the number of purchases.

Result Summary: **Success**

By removing the mobile hover effect 8% of people are more likely to complete purchases; a difference of \$2,000 in sales revenue. (This could be slightly skewed because we feel there was a large order) As for desktop users, we found that removing the hover effect actually decreased the number of sales by 5%. In conclusion, we recommend removing the hover effect on mobile devices and leaving it for desktop users.

Experiment Design:

Leave the control with the hover effect, and remove it in an A/B test.