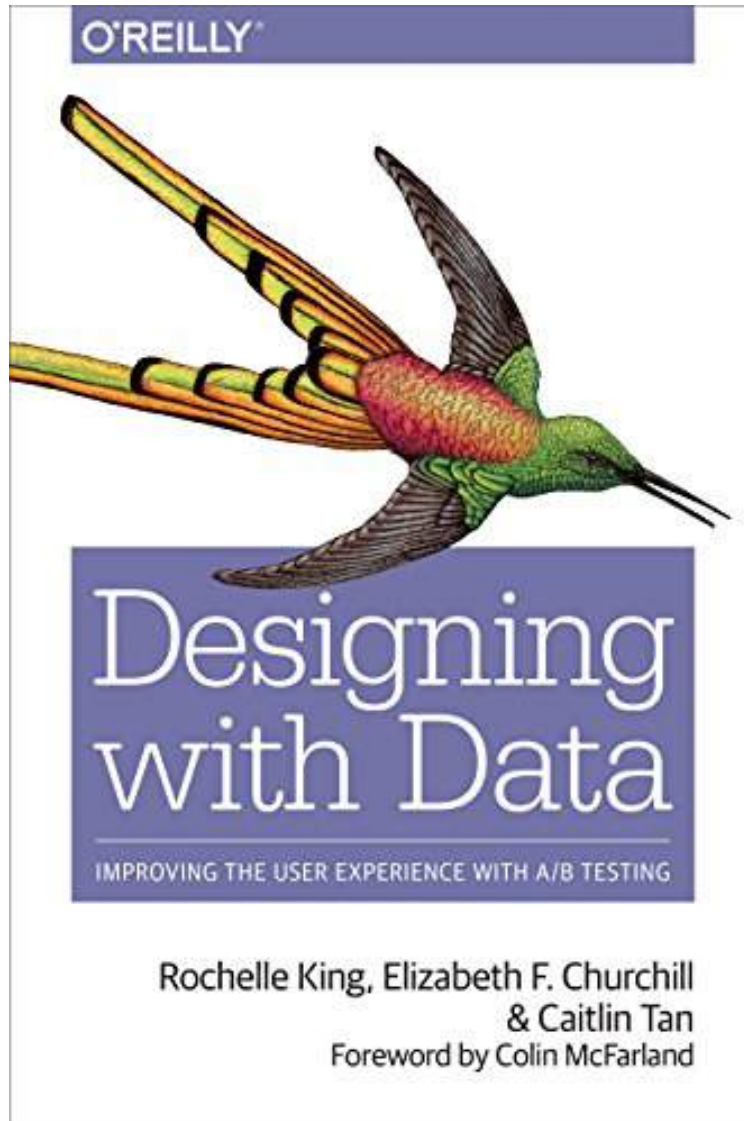


# Designing with Data: Improving the User Experience with A/B Testing

*By Rochelle King, Elizabeth F Churchill, Caitlin Tan*



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