



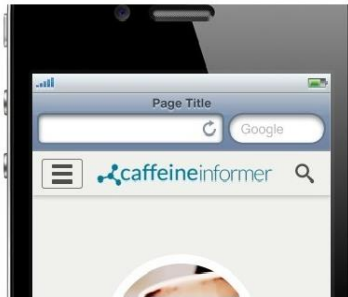
Let's take the hamburger off the menu!

Using a button with the word, “Menu” on it communicated (on average) 20% more effectively than the hamburger icon.

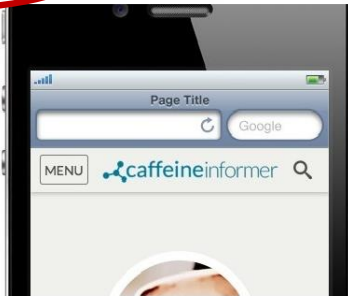
Check out the A/B test conducted by James Foster . . .

Original (baseline)

Based on the results of my previous test, the site now has a bordered 'hamburger'.



Variation 1 (MENU + Border)

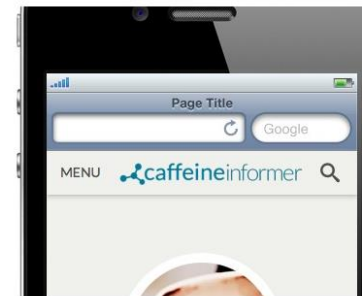


Variation 2 (MENU + Hamburger + Border)



Variation 3 (MENU without Border)

I would never consider this implementation, but I wanted to test, and check my assumptions.



Results

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT
MENU + Border	12,660	347	2.7% ($\pm 0.28\%$)	+12.9%
MENU + Hamburger + Border	12,900	331	2.6% ($\pm 0.27\%$)	+5.7%
Original <small>BASELINE</small>	12,684	308	2.4% ($\pm 0.27\%$)	---
MENU Without Border	13,017	246	1.9% ($\pm 0.23\%$)	-22.2%

As predicted the word "MENU" alone performed poorly (but not as badly as I presumed).

Variation 1

Bordered list icon (hamburger).



Variation 2

Bordered word menu.



Results

240,000 unique mobile visitors were served the A/B test.

Variation	Unique Visitors	Unique Clicks
Hamburger	120543	1211
Menu	121152	1455

	Successes	Total	Success Rate		p-value	Improvement
Hamburger	1,211	120,543	0.95% – 1.1% (1%)	- ----- +	—	—
Menu	1,455	121,151	1.1% – 1.3% (1.2%)	- ----- + ----- +	< 0.0001	11% – 28% (20%)

The test was large enough to achieve statistical significance.

The MENU button was clicked by 20% more unique visitors than the HAMBURGER button.

James Foster