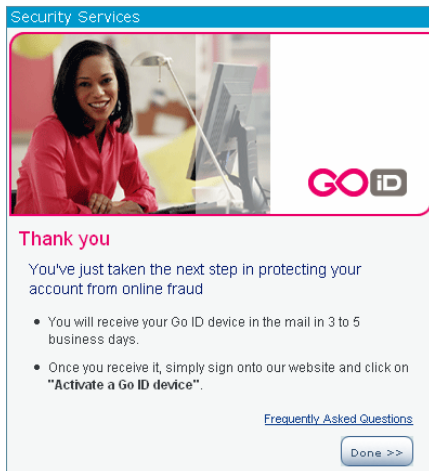


Usability Testing - Before and After

GO ID REGISTRATION PATH

Before



Changes

- Streamlined flow
- Reduced clicks from 5/6 to 2/3
- Added confirmation number and confirmation email
- Added shipping information and customer service number to confirmation page

After

