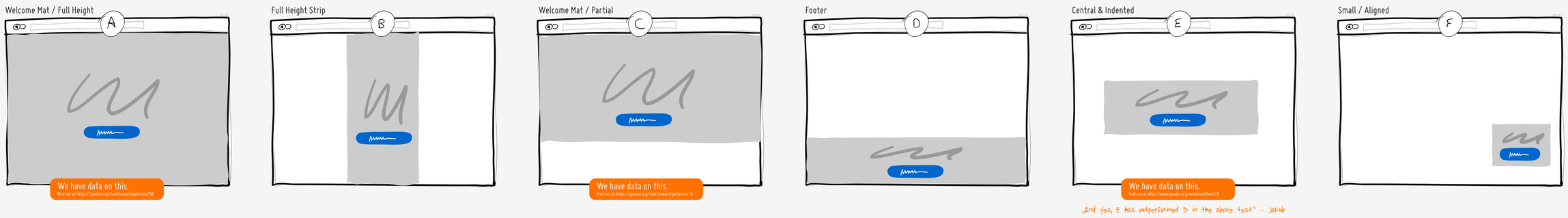
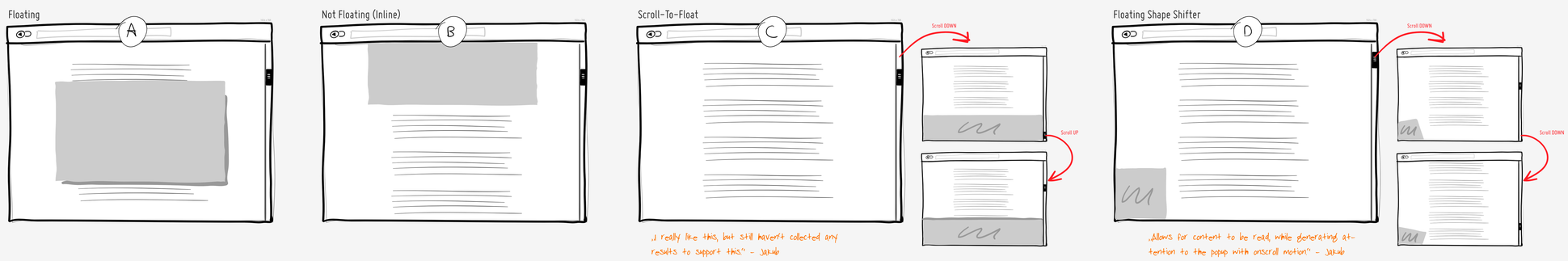
SHAPE & POSITION



„And yes, E was outperformed D in the above test." – Jakub

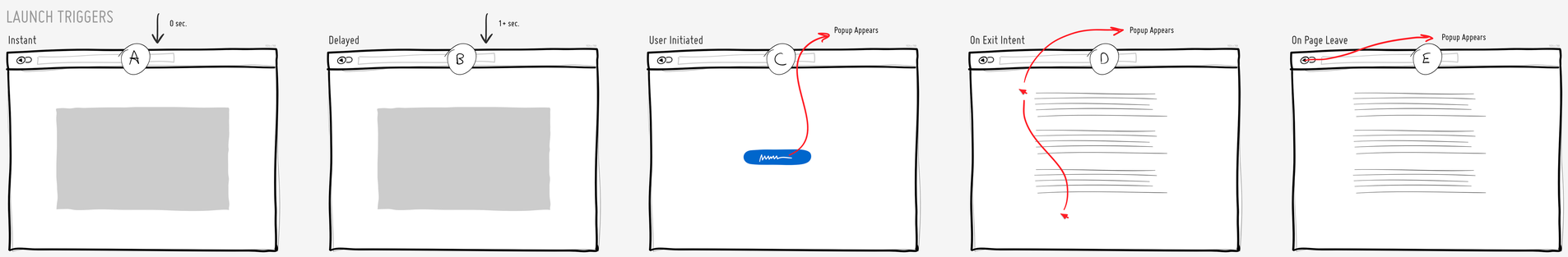
FLOATING BEHAVIOR



„I really like this, but still haven't collected any results to support this." – Jakub

„Allows for content to be read, while generating attention to the popup with onscroll motion" – Jakub

LAUNCH TRIGGERS

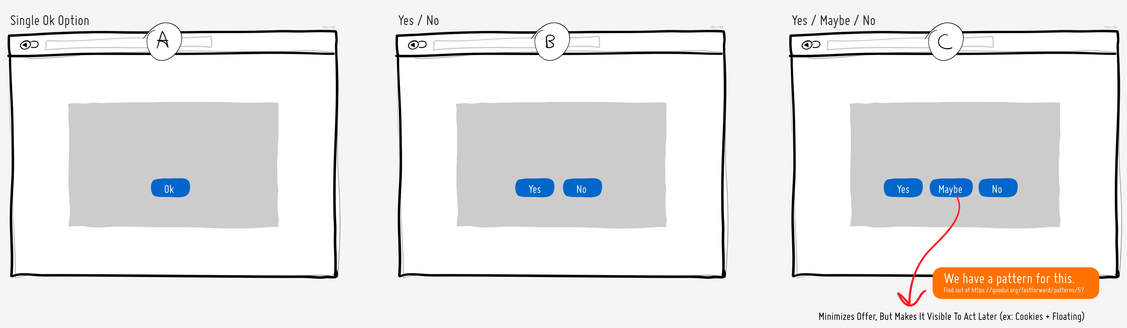


„This might frustrate people as it's a strong interruption. They might be reading the content already." – Jakub

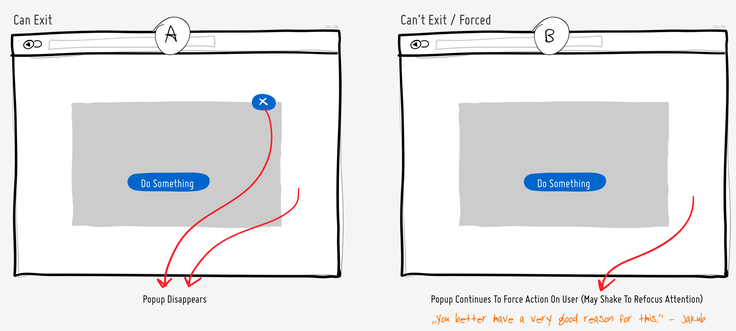
„This tends to fail to detect true intent. Some people just move their mouse up but don't really wish to leave." – Jakub

„A little extreme?" – Jakub

CHOICES

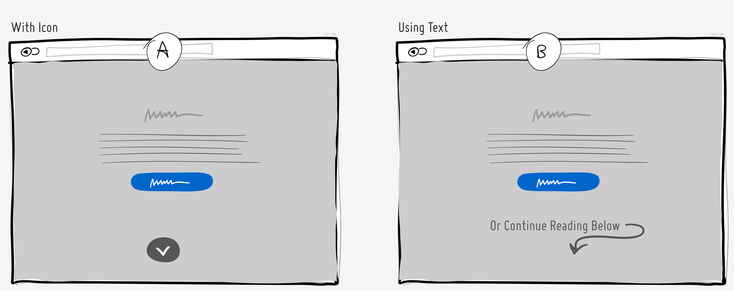


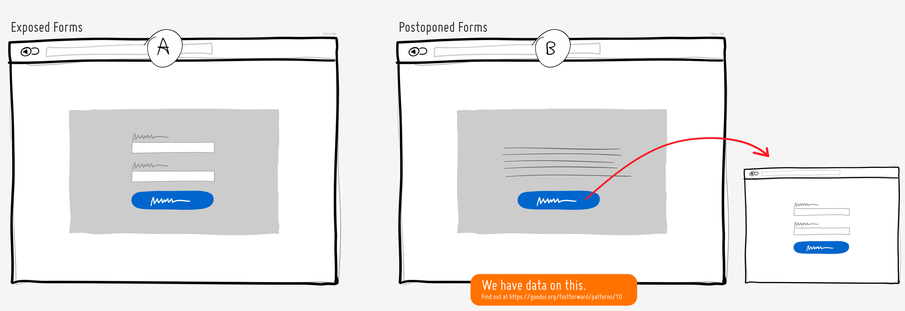
EXIT CHOICE



„You better have a very good reason for this." – Jakub

SCROLL CUES



„I like these, as they are a bit more transparent in setting expectation (that there is more to the page than just the popup." – Jakub

FORM FIELD VISIBILITY