User Arrives @ Firefox.com

Start

Control/ Test Page?

50% of traffic: Test Pages

Browser Detection (apache)

Firefox user or IE user?

Yes

Current (control) Page

Test page version 1

Current/Firefox 3+
19% of test traffic
(9.5% of total traffic)

Current (control) Page

No

Internet Explorer:
53% of test traffic
(26.5% of total traffic)

Safari, Chrome, Opera, other
16% of test traffic
(8% of total traffic)

< Firefox 3.X
13% of test traffic
(6.5% of total traffic)

Test page version 3

50% of traffic: Current Page (Control)

Test Pages