A/B Testing

1) This question is about whether a new supplement helps people sleep better or not. The control version is the people who are not given a supplement to help them sleep and the test version is the people who are given a supplement to help them sleep. The sample has two groups: a sample group taken from the people who do not take the sleep supplement and a sample group from the people who do take the sleep supplement. I expect that the supplement will help people sleep because sleep pills are effective so sleep supplements should be effective. The primary outcomes of this experiment are that the new sleep supplement will help people sleep better and that the new sleep supplement will not help people sleep better. The secondary outcomes of the experiment are that the new sleep supplement will help people sleep in a few minutes after the supplement is taken or in many minutes after the supplement is taken. Also, information that could help with the experiment is the ages and genders of the people who take the supplement and the people who do not take the supplement.

2) This question is about whether new uniforms help a gym’s business or not. The control version is the gym people who are not given new uniforms and the test version is the gym people who are given new uniforms. The sample has two groups: a sample group taken from the gym people who are not given new uniforms and a sample group from the gym people who are given new uniforms. I expect that the new uniforms will help a gym’s business because new uniforms give the impression that a gym is upgrading itself instead of staying stagnant; therefore, people would help out a gym’s business if they feel the business is trying to improve itself and trying to compete with other businesses. The primary outcomes of the uniforms experiment are that the new uniforms will help a gym’s business and that the new uniforms will not help a gym’s business. The secondary outcomes of the experiment are that the uniforms will help a little bit with a gym’s business and that the uniforms will help a lot with a gym’s business. In addition, information that could help with this experiment is the ages and genders of the gym people for those who wear the new uniforms and those who wear the old uniforms.

3) This question is about whether a new homepage will improve my online exotic pet rental business or not. The control version is the viewers who do not see the new homepage and the test version is the viewers who do see the new homepage. The sample for this experiment has two groups: the first group is taken from those who see the new homepage and the second group is taken from those who do not see the new homepage. I expect that a new homepage will help my online exotic pet rental business because it gives people the impression that the pet rental business is trying to keep itself fresh and is trying to keep up with the competition; therefore, people will be inclined to give the pet rental business more business. The primary outcomes of the rental business experiment are that the new homepage will improve the online exotic pet rental business and that the new homepage will not improve the rental business. Also, information that could help with the experiment is the ages and genders of the prospective renters who will see the new homepage. More information that could help is the pet preferences of the people who will view the new homepage because the new homepage might or might not show specific exotic pets that are favored by the homepage viewers.

4) The question is about whether putting ‘please read’ in the email subject will ensure more people will read my emails or not. The control version is the people who do not see the ‘please read’ in the email subject and the test version is the people who do see the ‘please read’. The sample of this experiment has two groups: the first group is taken from those who see the ‘please read’ and the second group is taken from those who do not see the ‘please read’. I expect that putting ‘please read’ in the email subject will make sure that more people read my emails because sometimes people are more likely to do something if they are told to do things in a nice way. The primary outcomes of the email experiment are that the ‘please read’ will make sure that more people read the email and that the ‘please read’ will not make sure that more people read the email. The secondary outcomes are that the ‘please read’ will ensure that a few more people will read the email and that the ‘please read’ will ensure that many more people will read the email. In addition, information that could help with the experiment is the attitudes of those who read the emails.