* Does a new supplement help people sleep better?

Two Versions: One can be supplement A and other supplement B. One of these can also be an existing supplement (control version is B for our assumption).

Sample: Let us assume our sample is seniors between the age range 65-75 years who are patients of Dr Jane Doe and are having depression. We are diving this sample into two groups having equal number of men and women.

Outcome Of Interest: Is to see which of the two supplements are effective in providing at least 8 hours of uninterrupted sleep.

Hypothesis: We expect that the supplement A is more effective in providing a goodnight sleep as the formula is new and improved.

Other Outcomes: No of side effects that supplement A has vs supplement B. If it can help reduce the depression as well.

* Will new uniforms help a gym's business?

Two Versions: One is all black tee with white logo and the other is red tee with white logo.

Sample: All the potential members of xyz branch in the month of January as first group and potential members of abc branch in the same month.

Outcome Of Interest: To determine the number of new membership signups in the coldest month of the year.

Hypothesis: We expect that the red tee with white logo can draw in more no of signups due to brightness in the color.

Other Outcomes: Ease of approaching or communicating with potential as well as existing members.

* Will a new homepage improve my online exotic pet rental business?

Two Versions: The control version is the existing one with html, css and javascript. The new version is having html, css and ReactJS technologies

Sample: All the members of my business split into two groups randomly.

Outcome Of Interest: To improve the business by increasing the number of pets rented for current month.

Hypothesis: I expect that the new homepage with new ReactJS technology will provide better business

Other Outcomes: Ease of use of website. Click rate. Session information.

* If I put 'please read' in the email subject will more people read my emails?

Two Versions: Control version is the regular email with subject: “Changes in my schedule”. The new version is same mail with subject: “Please read: Changes in my schedule”

Sample: All the intended recipients of the email in two groups having equal number of family and non-family members.

Outcome Of Interest: Increase the “Read” mail number.

Hypothesis: I expect that if I put the “Please Read” tag before my email, number of reads will decrease as people might think this is some kind of forward just after glacing this tag.

Other Outcomes: Increase in the number of replys.