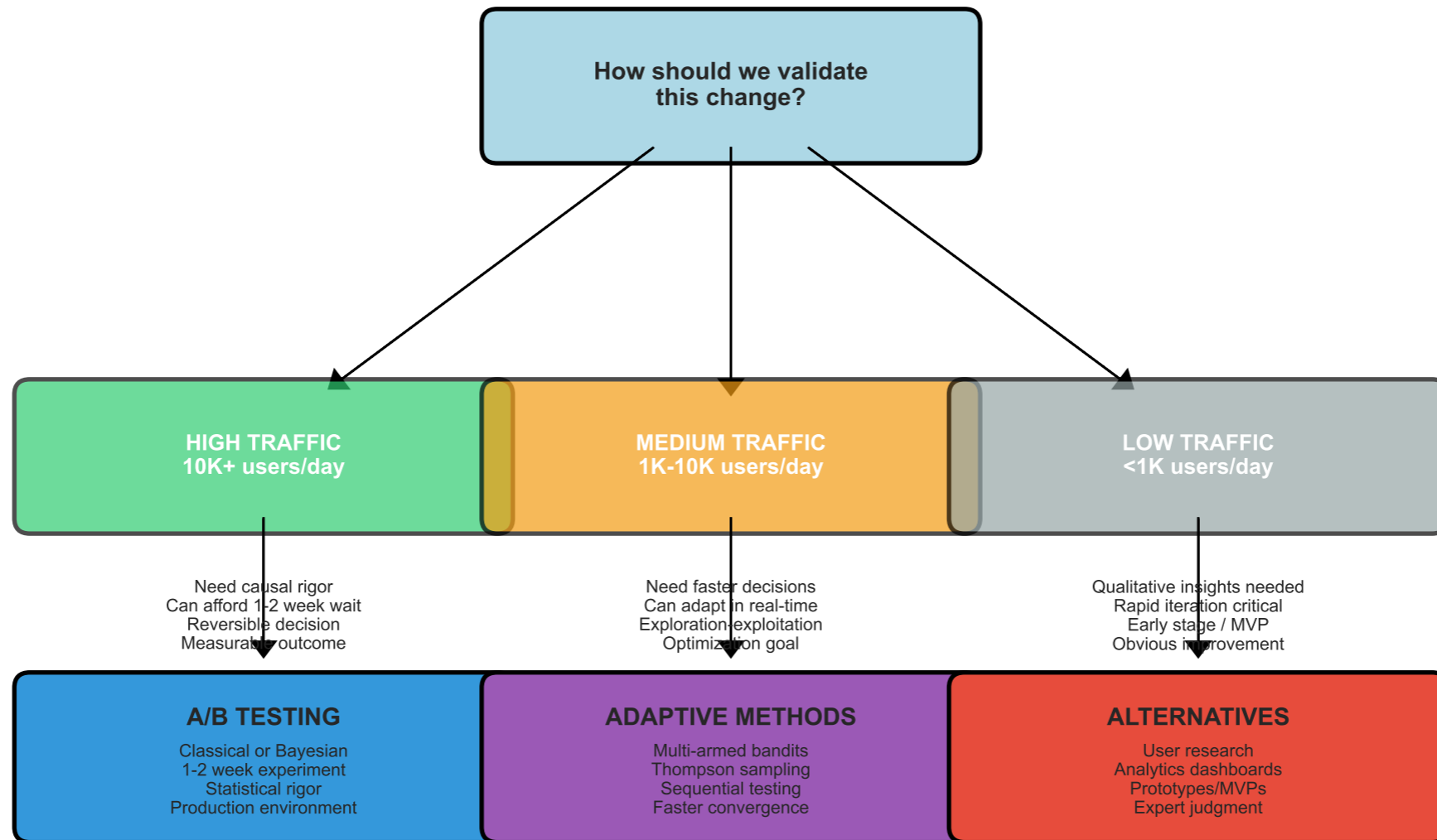


# When to Use A/B Testing: Decision Framework



## Additional Decision Factors

- SKIP A/B Testing When:
- Obvious bug fix or broken feature → Ship directly
  - One-way door decision (irreversible) → More validation needed (user research + prototype)
    - Qualitative question ("Why do users...?") → User interviews, usability testing
  - High risk to users → Canary deployment + monitoring instead
  - Need immediate action → Ship with monitoring, iterate fast
  - Regulatory/legal constraints → Compliance review first
- USE A/B Testing When:
- Measurable outcome exists (CTR, conversion, revenue)
    - Reversible decision (can rollback)
    - Unclear which option is better (need data)
    - Stakeholders need objective evidence
  - Production environment required for realistic test
    - Can afford 1-2 week experiment duration

*Principle: Match validation method to traffic, stakes, and reversibility - A/B testing for safe, measurable, reversible decisions*