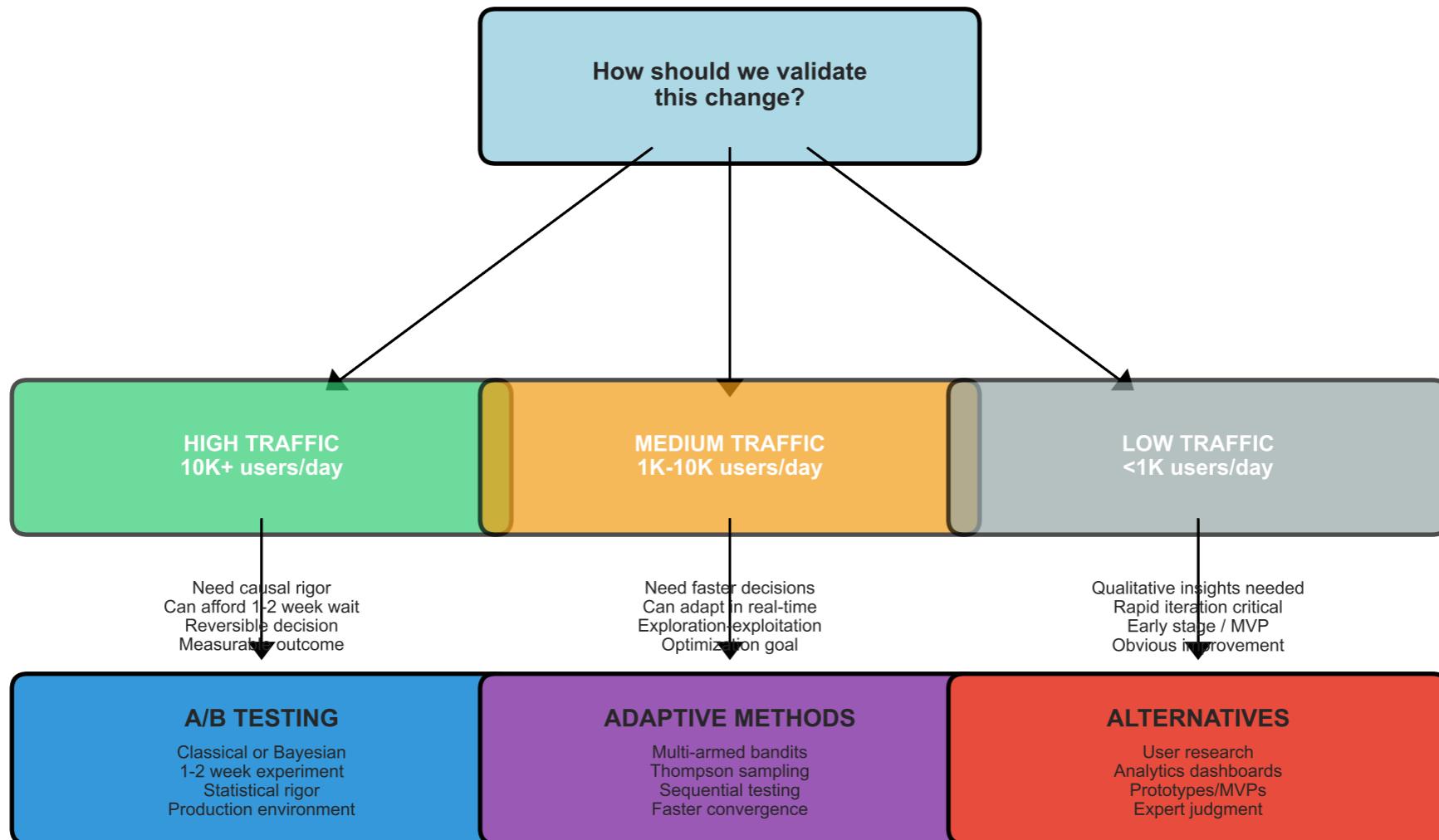


# When to Use A/B Testing: Decision Framework



## 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