

A/B Testing Report

- **Testing Goal:** Determine which version of the UI is most intuitive for users to gather company profile data
- **Independent Variable:** UI component which enables users to navigate through the tool
- **Version A:** Call to Action Buttons
- **Version B:** Stepper
- **Testing Period:** May 20th – May 21st 2019
- **Scenario Tested:** "Your manager has tasked you with learning more about Tivity Health, Inc. and has recommended using AlphaTaxonomy."
- **Test Format:** 1:1 in person. Participants were instructed to try to complete the task using a clickable InVision prototype. Participants were encouraged to think out loud to the test facilitator.

Results

- Version A: 100% success rate – users quickly and easily succeeded.
- Version B: 100% success rate – users struggled but eventually succeeded.

Participant 1

- Succeeded quickly with Version A.
 - Selected the Analyze a Company button, and navigated to Tivity Health Inc.'s profile page.
- Struggled with Version B because user "had no idea" which industry Tivity Health, Inc. would be categorized within. User guessed and eventually navigated to the correct company profile page.

Participant 2

- Succeeded quickly with Version A.
 - Also selected the Analyze a Company button since user "didn't know enough about the company to select a sector or industry." User needed to know more about who they are and what they do.
 - User did mention if she knew more about the company it would be easy.
- Eventually succeeded with Version B. User said she would like a search input to allow her to easily search for the company.

Participant 3

- Succeeded quickly with Version A.
 - This participant did also not have enough knowledge regarding the company to first select an industry or sector. He selected the Analyze a Company button.
- Struggled with Version B, but eventually navigated to Tivity Health, Inc. User also mentioned he would like to have a search input.
 - User mentioned Version B felt more friendly to him.

Action Items for Future Iterations

1. Incorporate a search input into Version B
2. Provide a bit of explanatory text for each industry and sector to provide users with context