

A/B test

To make it clear what helps attract the users, an A/B test is conducted through Google Optimize. In the version B, font size, color and bold on the index are adjusted. Introduction is also replaced with new one. Details are shown as following (Figure 11&12).

Version A (Original Version):



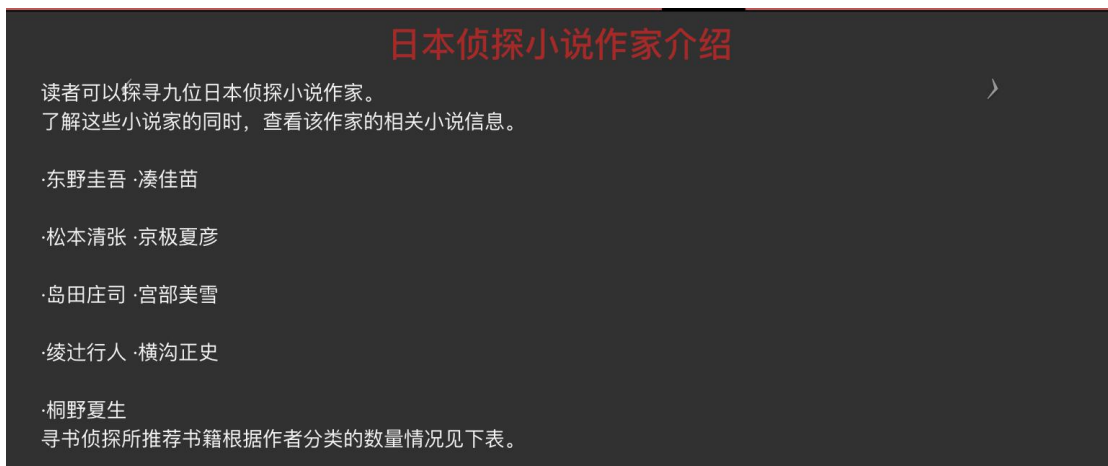
Version B:



Figure 11. A/B test difference (1)

According to the images above, the first difference between two versions of the index is that the second version of the navigation bar in the index has website name in bold.

Version A (Original Version):



书店

热爱纸质阅读的读者可以选择线下实体书店。期望上海地区的读者能在最近的书店买到喜爱的侦探小说书籍。非上海地区的读者可以选择网上书店。

如果是习惯于线上阅读的读者可以选择电子阅读器。

在“书店”板块，读者可以搜索到具体的书店地址或网络地址。

Version B:

日本侦探小说作家介绍

读者可以探寻九位日本侦探小说作家。
了解这些小说家的同时，查看该作家的相关小说信息。

·东野圭吾 ·凑佳苗

·松本清张 ·京极夏彦

·岛田庄司 ·宫部美雪

·绫辻行人 ·横沟正史

·桐野夏生

寻书侦探所推荐书籍根据作者分类的数量情况见下表。

日本侦探小说推荐

本部分分为按标签分类，按价格分类以及按字数分类。
主要针对阅读时间有限或在阅读上花费较少的读者。

日本侦探影视作品推荐

日本热衷于翻拍侦探小说。
对于空闲时间较少而想要尝试阅读日本侦探小说的读者，尝试一下翻拍的影视作品是另一种可能的选择。

书店

热爱纸质阅读的读者可以选择线下实体书店。期望上海地区的读者能在最近的书店买到喜爱的侦探小说书籍。非上海地区的读者可以选择网上书店。

如果是习惯于线上阅读的读者可以选择电子阅读器。

在“书店”板块，读者可以搜索到具体的书店地址或网络地址。

Figure 12. A/B test difference (2)

As shown above, the version A is the original version. In version B, the title and the introduction of each section are all in bold.

To figure out which version is better in conversion, several goals are set to measure

in the test. The first goal is the staying time of users on the index page. The system will count when the users stay in the index longer than 10 seconds. The second goal is whether the users will click into the author page from the index. The system will count when the users click into the author page. The third goals is whether the users will click into the novel page from the index. The A/B test has lasted for four days. And the results are shown as following charts (Figure 13 &14).

提高幅度概览				添加目标	
变体	首页停留 (目标 3 达成次数) (主要)	作者页 (目标 1 达成次数)	×	小说页 (目标 2 达成次数)	×
原始版本 29 次会话	基准	基准		基准	
B version (1.0) 34 次会话	-43% - 179%	-59% - 1,545%		-61% - 684%	

Figure 13. A/B test report (1)

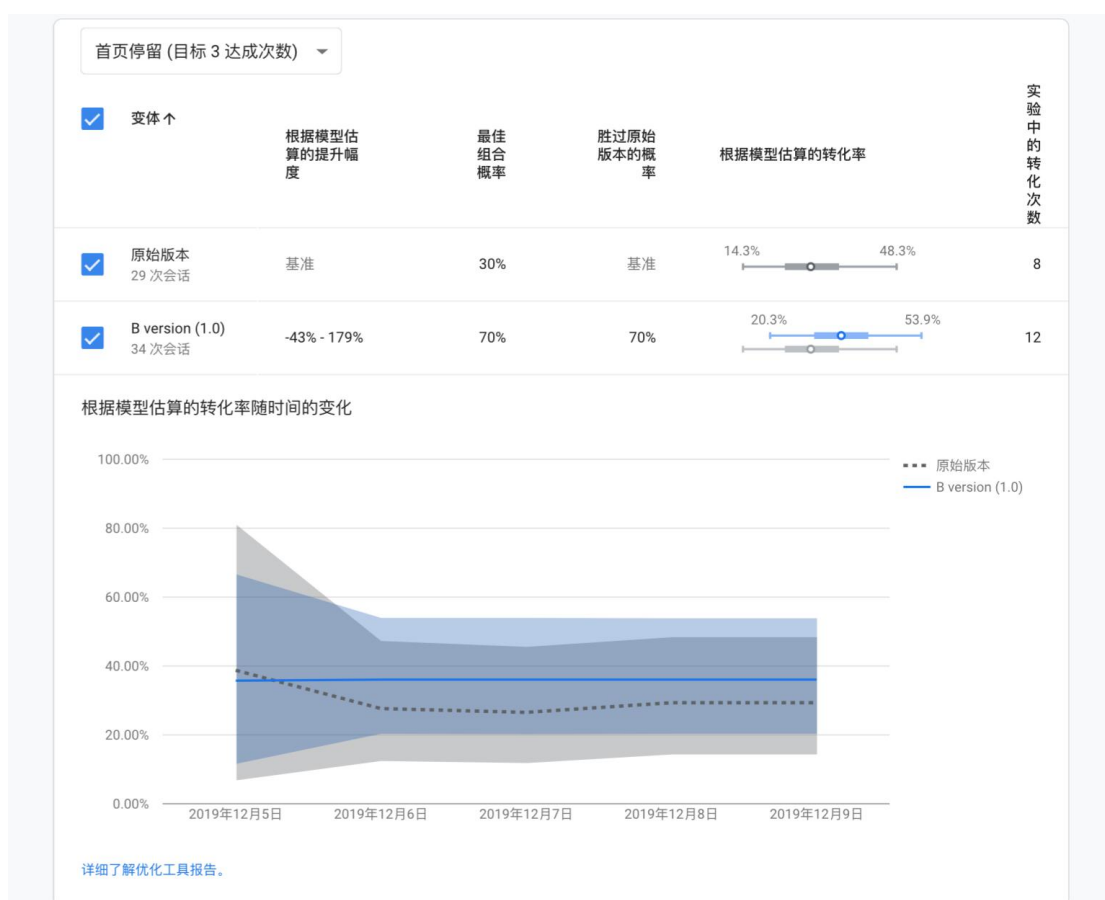


Figure 14. A/B test report (2)

As a result, version B has attracted more users to browse website. And the

frequency of the users staying on the index is more in version B. So the version B is better in design than version A. The web page will be refined according to the test result.