

# A/B Testing

Eniac's Growth Hacking

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# How Many Different Versions to Test.....

## OBJECTIVE

### Problem:

Issue with the “SHOP NOW” button not achieving desired engagement

**Goal:** Increase iPhone 13 Sales



## ACTION

Marketing has asked the Design team with redesigning the button, resulting in the original plus three new versions (potential A/B testing)



## A/B TESTING

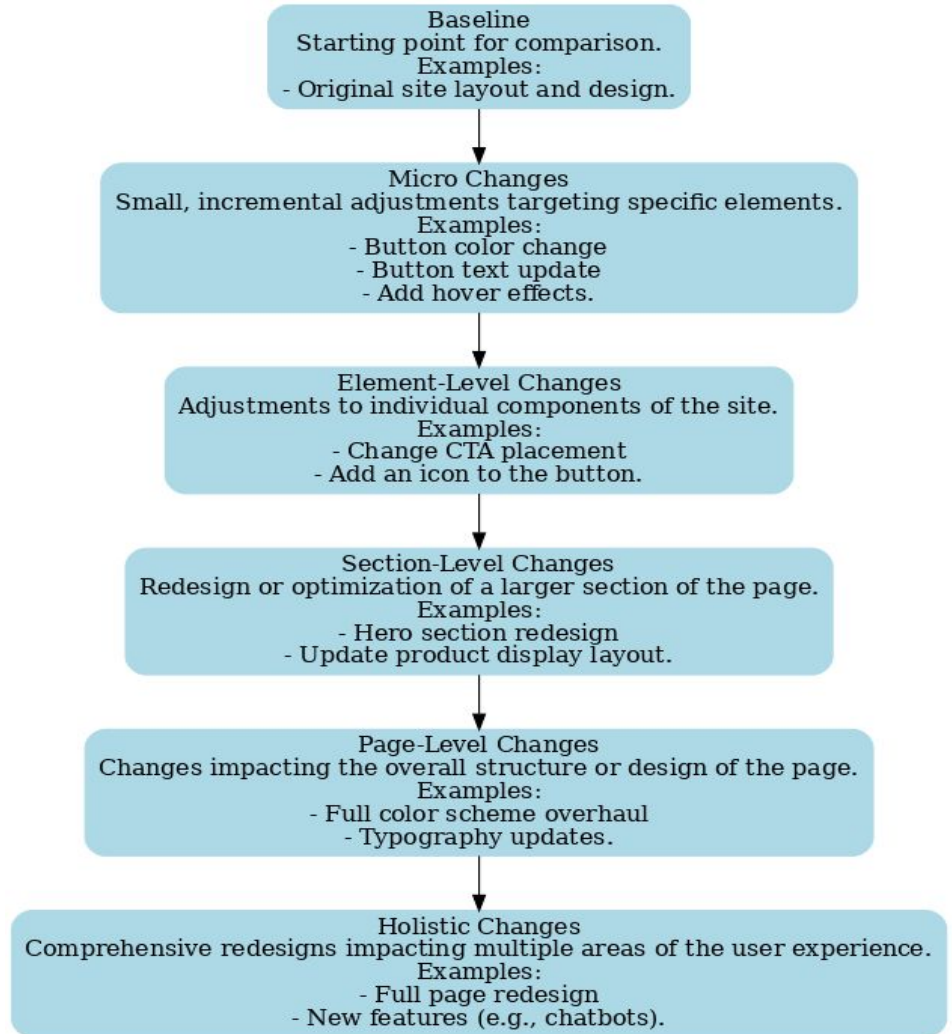
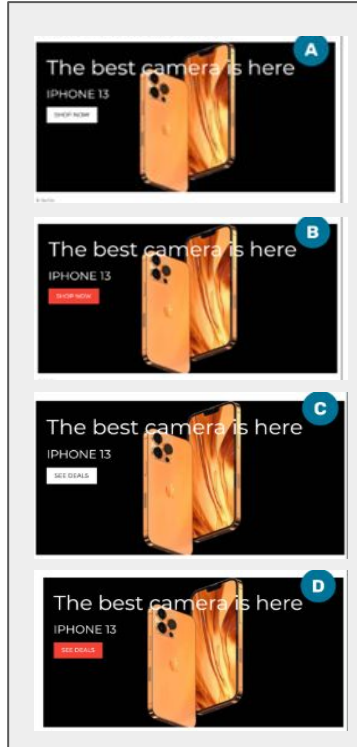
**Version A:** Original site

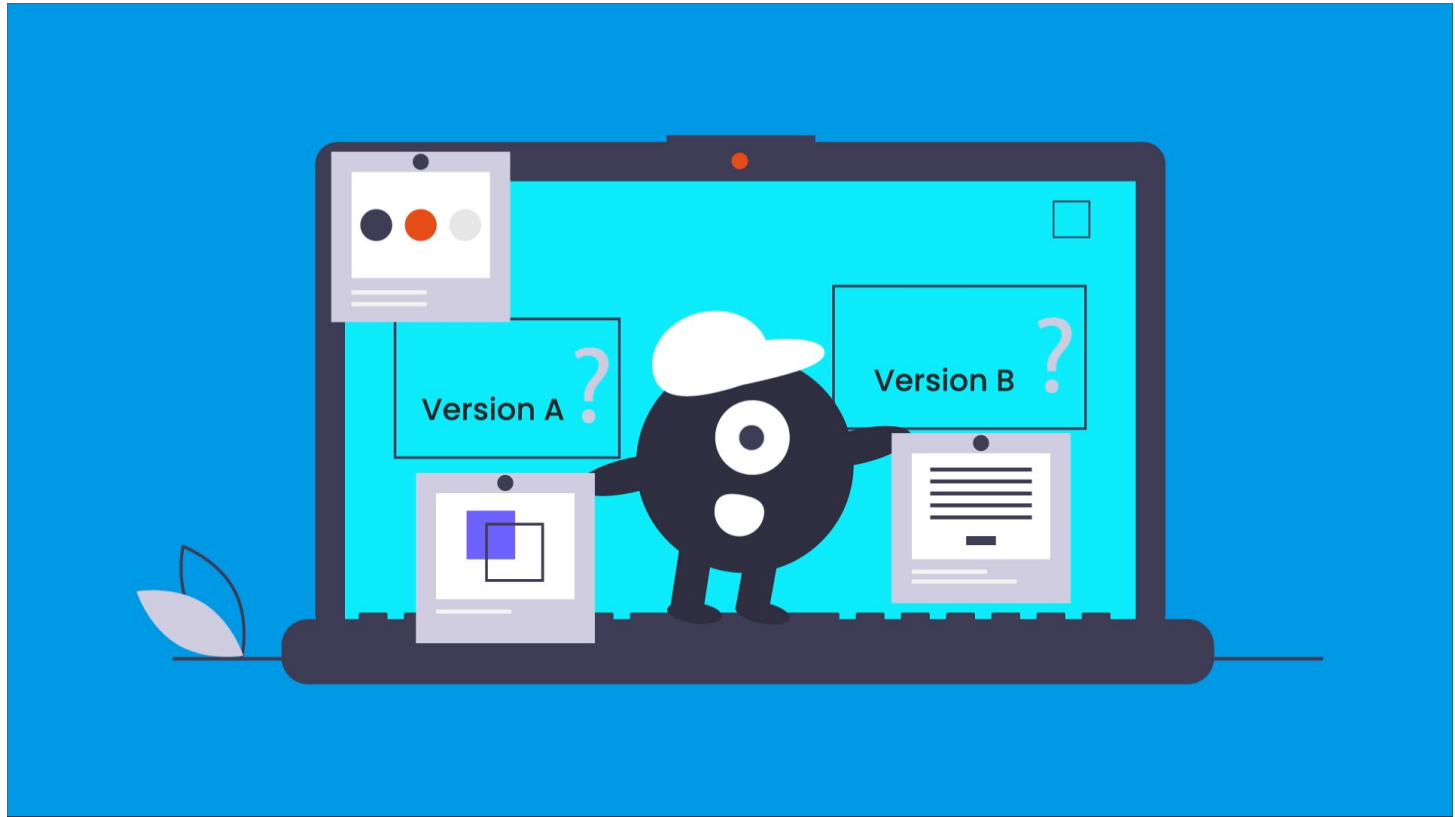
**Version B:** Red button

**Version C:** “SEE DEALS” text

**Version D:** Red button with “SEE DEALS” text

# What Changes can be Implemented





Picture Under :

<https://www.stonewave.net/e-commerce/ti-einai-to-ab-test-gia-ena-eshop/>

# BACKUP SLIDES

# TABLE INFO

Stage	Description	Examples
Baseline	Starting point for comparison.	Original site layout and design.
Micro Changes	Small, incremental adjustments targeting specific elements.	- Button color change (e.g., red).
		- Button text update (e.g., "SEE DEALS").
		- Add hover effects.
Element-Level Changes	Adjustments to individual components of the site.	- Change CTA placement.
		- Add an icon to the button.
Section-Level Changes	Redesign or optimization of a larger section of the page.	- Hero section redesign.
		- Update product display layout.
Page-Level Changes	Changes impacting the overall structure or design of the page.	- Full color scheme overhaul.
		- Typography updates across the page.
Holistic Changes	Comprehensive redesigns impacting multiple areas of the user experience.	- Full page redesign.
		- New features (e.g., chatbots).

# Change Types for A/B Testing

## Visual Changes:

- **Color:** White, red, gradient, textured.
- **Size:** Larger, smaller, increased padding.
- **Shape:** Rounded corners, oval, circular.
- **Font:** Different styles, sizes, weights, uppercase/lowercase.
- **Text Content:** "Shop Now," "See Deals," with emojis or symbols.
- **Effects:** Shadows, hover effects, animation (pulse, glow).

## Behavioral Changes:

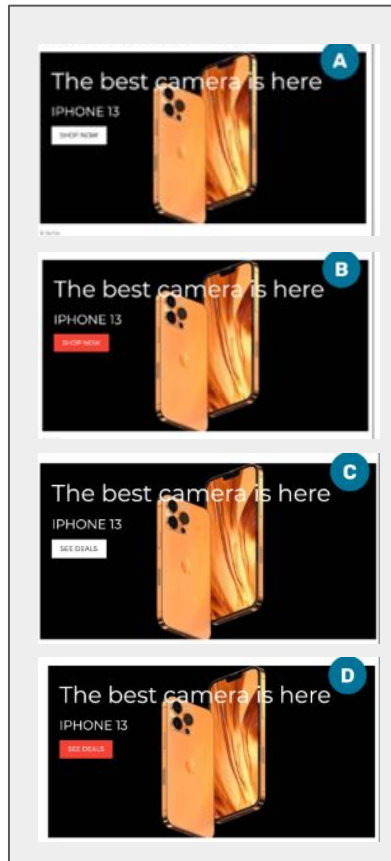
- **Click Action:** Redirect to new page, open modal/tab.
- **Interactivity:** Tooltip, hover pop-up, click animations.

## Placement Changes:

- **Location:** Higher/lower on the page, center, near key content.
- **Grouping:** Near related CTAs, in sticky navigation.

## Design Integration:

- **Surrounding Elements:** Arrows/icons pointing to the button, highlighted section.
- **Contrast:** Adjust background for visibility, remove distractions.



# Considerations for Designing A/B Tests

## Resource Availability:

- Assess the time and traffic needed to achieve statistical significance.
- Consider the available budget and team capacity for analysis.

## Approach Options:

- Test **2 versions at a time** for faster results with fewer resources.
- Use a **chain of tests** to incrementally refine results.
- Test **3 versions at a time** to balance efficiency and insights.
- Test **4 versions at a time** for comprehensive analysis, requiring more traffic.



# BACKUP/INFO Slide

## Objective

- Here we are testing a single variable i.e. SHOP NOW button
- Start with two versions: the control (A) and one variation (B).
- If Version B has the highest conversion rate, declare it the winner and send 100% of visitors there. This becomes the new control, and you must design another variant for future tests.

## Theoretical Limit

For a single variable (e.g., button color), you can test as many versions as you want, such as **A/B/C/D/E**, where each letter represents a different variation.

However, practical considerations limit how many versions you should test:

Key factors:

1. Each version needs enough users to produce significant results.
2. With more versions, it takes longer to collect enough data
3. Each additional version adds complexity in design, implementation, and analysis.

# Other Suggestions

1. Showing Different Versions to Users
2. Experimenting with Other Elements
3. Tracking and Analyzing Data
4. Experiment Duration