

Assignment 8 – A/B Testing

1155128201 JIN Yuyang

Website address: <https://jasmine1022.github.io/SeoulConcertMap/>

After building my website, I conducted an A/B Testing with Google Optimize. I want to know that how I can make the header part of my homepage more appealing to users, so in the B version, I modified the leading sentence directly below the website title from “enjoy your concert, have fun in Seoul” (see Figure 1) to “更轻松地规划您的首尔之旅” (see Figure 2).

From my perspective, the combination of Chinese title and English sentence combinations of A version is more visually beautiful, while the B version is easier to understand.

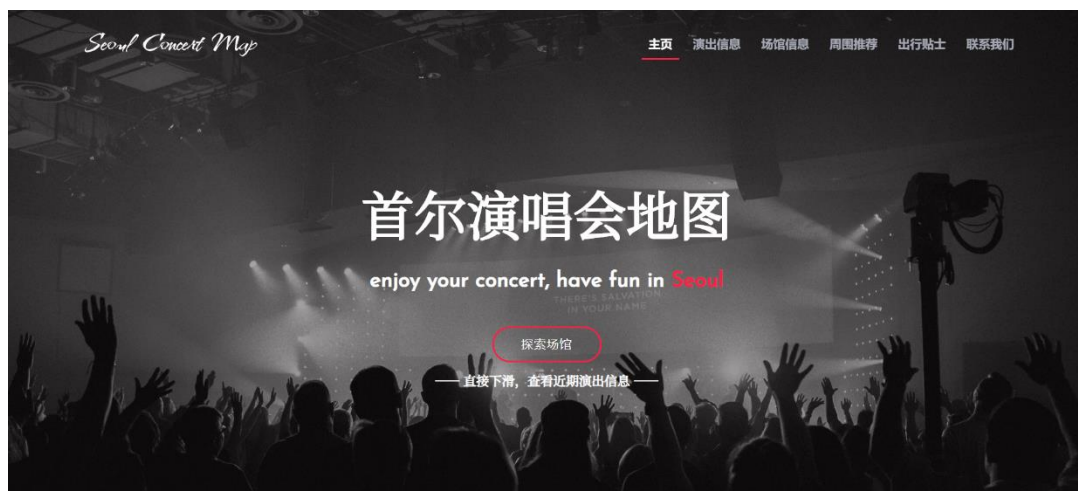


Figure 1. A/B Testing-A version



Figure 2. A/B Testing-B version

After running the experiment for six days, I got the following data (see Figure 3-5). As is showed in the report, the B version performed better on most attributes, including page views, pages per session, average session duration and new session percent. Therefore, the B version can attract people to browse more pages and stay longer on the website. So, I finally chose the B version.

主要维度: 变体						
绘制或运行						
变体	实验会话数	↓ 每次会话浏览页数	平均会话时长	新会话百分比	跳出率	
<input checked="" type="checkbox"/> 原始版本	114	2.54	00:01:00	77.19%	0.88%	
<input checked="" type="checkbox"/> 修改文案	102	2.84	00:02:27	79.41%	0.98%	

Figure 3. A/B Testing-Comparison

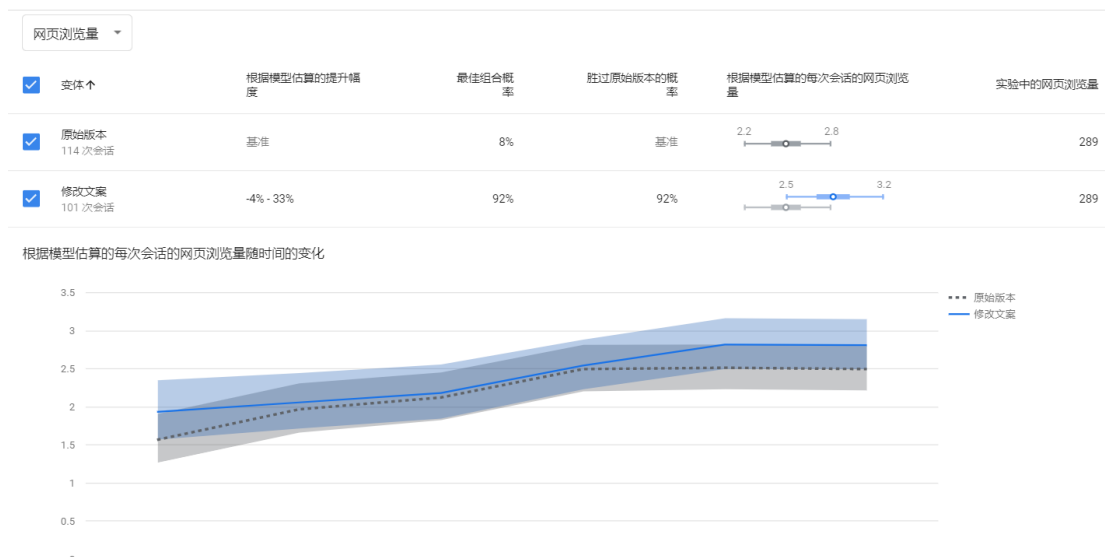


Figure 4. A/B Testing-Comparison on page views

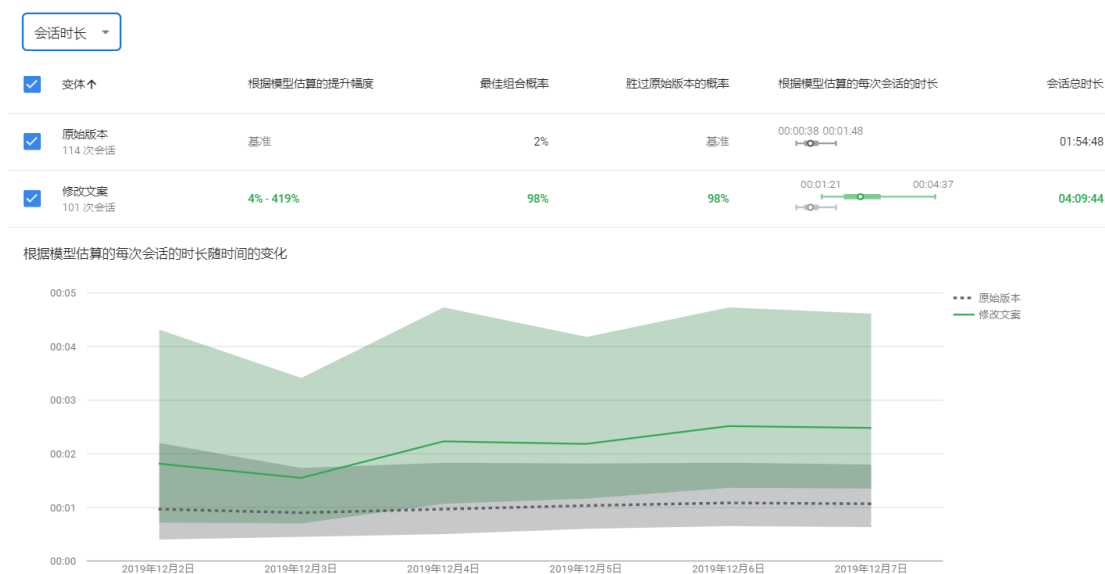


Figure 5. A/B Testing-Comparison on session duration