**A/B testing**

**Grid vs. List Layout**

We tested how the layout affects user interaction with the movie recommendations.

We used Variation A – displayed the posters in a grid format and variation B – displayed movies in a vertical list forma.

We measured user satisfaction and interaction.

**Dynamic Recommendations vs. Static Recommendations**

We tested if dynamically updating recommendations using an LLM leads to better engagement compared to static recommendation.

We used Variation A – static recommendation which can’t be interacted by user during the session.

Variation B – Dynamic recommendations, user can interact with the list, add or remove favourites.

We measure if dynamic updates keep users interaction longer and if tailored movies are good suggestions.

Conclusion: Testing the different layouts is all about choosing the design which improve user engagement. Purpose of it was to provide intuitive service that enhances user experience.