

A/B alternative design

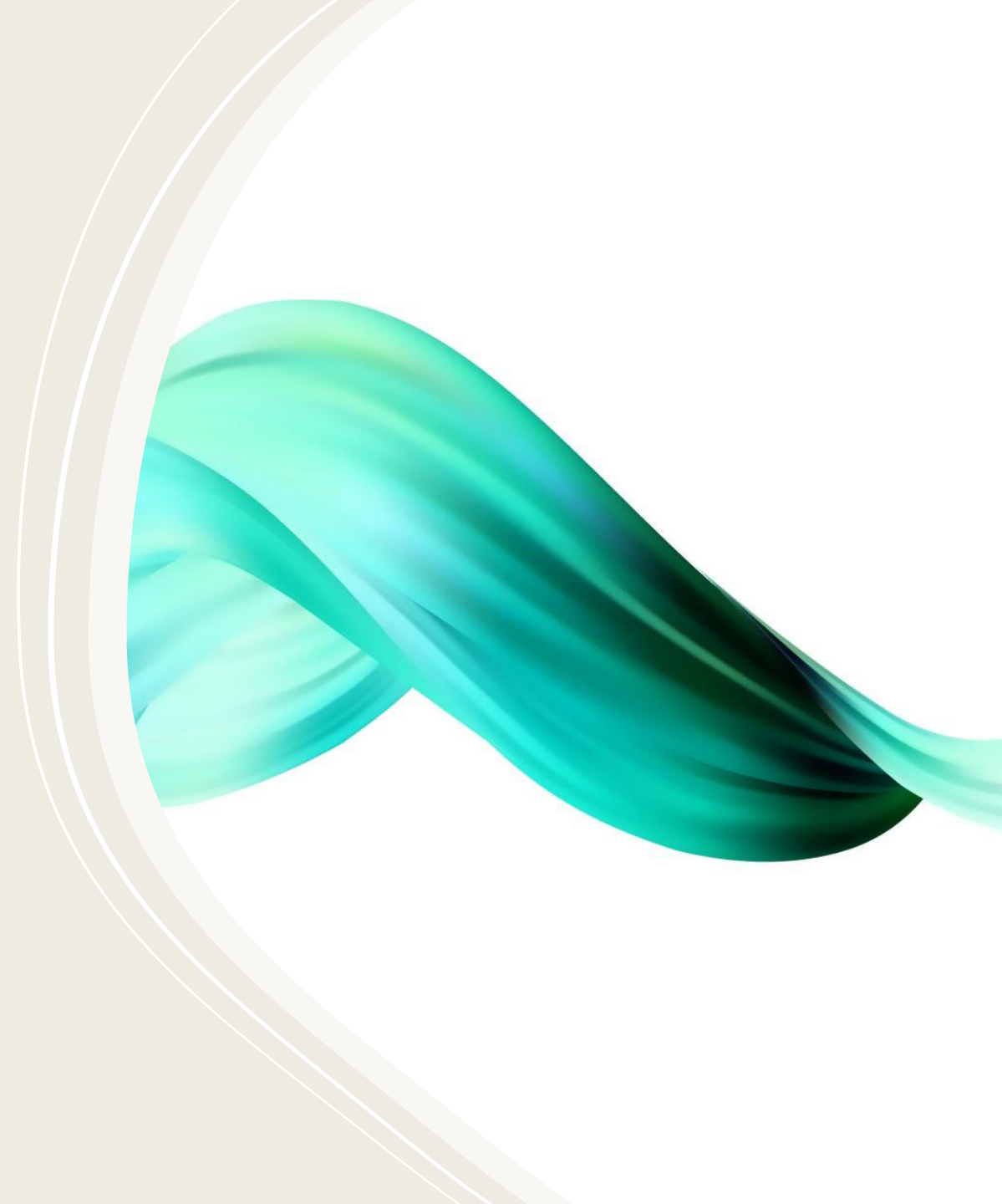
Test objective: To test whether the implementation of an alternative design for presenting information about buying a subscription with a 50% discount affects the purchase of a subscription

Test details:

- Group A(Control). Subscription offer for 4.99% at the end of onboarding.

- Group B (Test). Offer a 4.99% subscription at the end of onboarding, but with information about a 50% discount.

Key metric: Conversion from app installation to payment.



Methodology

- **Number of users**

Group A: 10013

Group B : 9985

- **Number of conversions**

Group A: 611

Group B : 889

- **Conversion rate**

Group A: 6.1%

Group B : 8.9%

- **Duration of the test**

2023.07.03 -2023.07.25 [21 days]

Results of statistical testing

- **Hypotheses**

Null hypothesis: There is no difference in conversion between groups A and B

Alternative hypothesis :Conversion in group B is different from group A

- **Criterion used**

Z-test of proportions.

- **Results.**

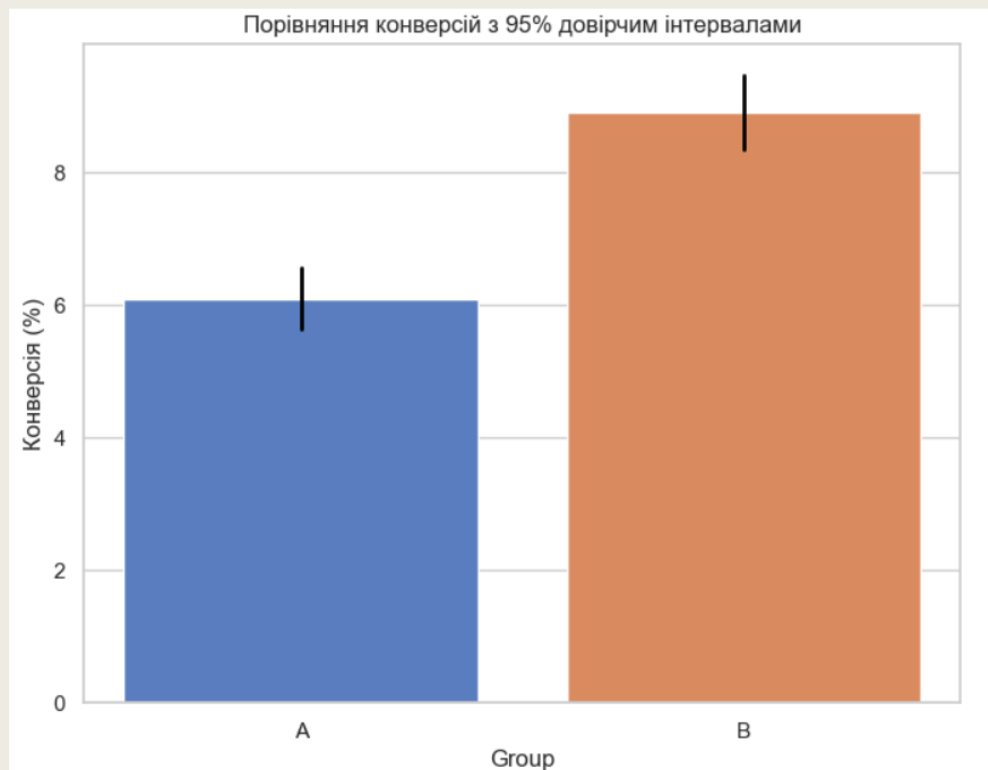
Z-value: [7.51]

P-value: [5.49...e-14]

- **Interpretation**

The P-value is significantly less than 0.5, which allows rejecting the null hypothesis. This indicates a statistically significant difference between the groups

Visualization of results and conclusions



- **Explanation**

Group B showed higher conversion rates compared to Group A

- **Conclusions**

Information about the discount on the subscription screen increased the conversion rate from 6% to 9%. The difference is statistically significant, as it is confirmed by the result of the Z-test

- **Recommendations**

Introduce a new design of the screen with discount information