

A/B Testing

Definition

Identify **what has initiated this**: user feedback, user research, metrics, the 'business' view, an individual's opinion

Proceed

Clearly **specify problem or opportunity**

Identify success metrics: **what are the specific numbers we hope to improve**

Proceed

Identify and agree **Goals and approach for Google Analytics** that are sufficient to evidence the metrics

Proceed

Create a strong hypothesis: For [user group(s)], if [change] then [effect] because [rationale], which will impact [measure]

Execution

Design

Select Google Optimize test variant: 'AB test' / 'Redirect test'

Implement new Google Analytics metrics

Design Google Optimize 'Experiment'

Implement and release experiment code to production

Start Google Optimize experiment

Conclude Google Optimize experiment

Analysis

Do results provide sufficient support to hypothesis to implement?

Implement

Longer experiment needed?

Yes

Has the experiment surfaced the need for different hypotheses?

Iterate

Yes

Implementation

Remove all experiment code from production

Remove Google Analytics Goals that are specific to the experiment

Implement any changes via normal development processes (pull request etc.)

Consider any necessary updates to the Design Guide

Is there evidence to support optimizing?

Yes

Are the potential gains sufficient to be doing this now?

Yes

Can an A/B test provide the evidence needed?

Yes

Yes

No

No