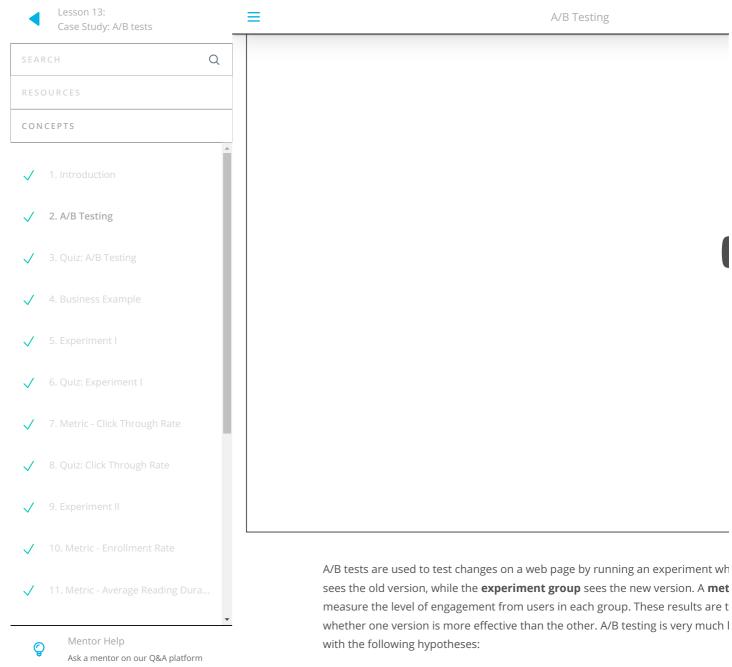
Peer Chat 2

Chat with peers and alumni



sees the old version, while the **experiment group** sees the new version. A **met** measure the level of engagement from users in each group. These results are t whether one version is more effective than the other. A/B testing is very much I

- Null Hypothesis: The new version is no better, or even worse, than the o
- Alternative Hypothesis: The new version is better than the old version

If we fail to reject the null hypothesis, the results would suggest keeping the old the null hypothesis, the results would suggest launching the change. These test wide variety of changes, from large feature additions to small adjustments in co change maximizes your metric the most.

A/B testing also has its drawbacks. It can help you compare two options, but it (option you haven't considered. It can also produce bias results when tested on factors like change aversion and novelty effect.

- Change Aversion: Existing users may give an unfair advantage to the old because they are unhappy with change, even if it's ultimately for the bette
- Novelty Effect: Existing users may give an unfair advantage to the new ve excited or drawn to the change, even if it isn't any better in the long run.

You'll learn more about factors like these later.