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Lesson 13:
Case Study: A/B tests

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A/B Testing

SEARCH

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RESOURCES

CONCEPTS

✓ 1. Introduction

✓ 2. A/B Testing

✓ 3. Quiz: A/B Testing

✓ 4. Business Example

✓ 5. Experiment I

✓ 6. Quiz: Experiment I

✓ 7. Metric - Click Through Rate

✓ 8. Quiz: Click Through Rate

✓ 9. Experiment II

✓ 10. Metric - Enrollment Rate

✓ 11. Metric - Average Reading Dura...

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Mentor Help

Ask a mentor on our Q&A platform

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Peer Chat 2

Chat with peers and alumni

A/B tests are used to test changes on a web page by running an experiment where the **control group** sees the old version, while the **experiment group** sees the new version. A **metric** is used to measure the level of engagement from users in each group. These results are then compared to determine whether one version is more effective than the other. A/B testing is very much like a controlled experiment with the following hypotheses:

- **Null Hypothesis:** The new version is no better, or even worse, than the old version
- **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 version. If we reject the null hypothesis, the results would suggest launching the change. These tests allow you to test a wide variety of changes, from large feature additions to small adjustments in color. The goal of A/B testing is to determine which change maximizes your metric the most.

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

- **Change Aversion:** Existing users may give an unfair advantage to the old version because they are unhappy with change, even if it's ultimately for the better.
- **Novelty Effect:** Existing users may give an unfair advantage to the new version because they are 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.