A/B tests are used to test changes on a web page by running an experiment wh
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 l
with the following hypotheses:

- **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 c
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.