

Does a new supplement help people sleep better?

1) Control: No supplement

Test: The supplement (treatment)

2) We'd have to put out a flyer for people who have trouble sleeping, not due to significant factors (sedentary lifestyle, extreme stress, etc).

Group A gets the treatment, Group B gets a placebo.

3) Form a hypothesis: "Both groups will sleep better due to the belief that something is helping them."

4) Both groups told to record how much sleep they were getting before the experiment, and then every day during for a month. Answers compared.

5) Random sample of participants answering the survey, no one asked off the street, they must have sleeping problems.

Will new uniforms help a gym's business?

1) Control: Old uniforms

Test: New Uniforms (treatment)

2) Have data on hand as to how the business is and has been doing for a few years (the longer the better).

3) Form a hypothesis: “Uniforms will not affect business.”

4) Try new uniforms designed by a professional and see if business improves in the next six months. Not a terribly strong experiment, there’s no way of knowing if new uniforms could affect business directly.

5) There are many, many variables that could affect how business is doing when trying to see if uniforms do or do not.

Will a new homepage improve my online exotic pet rental business?

1) Control: Old homepage

Test: New Homepage (treatment)

2) Conduct a survey of everyone that comes to the website (or emails to existing customers) of their opinion of the website.

3) Hypothesis: A new website will improve business.

4) Watch analytics after the new professionally designed, optimized website is developed. Compare conversion rates, page views, etc.

5) Old data on what pages people stopped moving forward on, conversion rates, etc, compared to the new data after months with the new website.

If I put 'please read' in the email subject will more people read my emails?

1) Control: Emails without “please read”; Test: Emails with “please read” (treatment)

2) Have data on hand of how many people clicked on emails without “please read” as well as average time spent in them, whether or not they clicked for further information, etc.

3) Hypothesis: People will click on emails with “please read”, but it will not affect whether or not they continue or go further in the sales pipeline relative to previous emails.

4) Compare old data with new email data after a few months.

5) Not too many other variables that would reason why someone would click on something more or less with “please read”, pretty cut and dry.