Eniac Experimental Design

Metrics to identify success

- Goal: to generate more sales for the iPhone 13 (with the same amount of traffic)
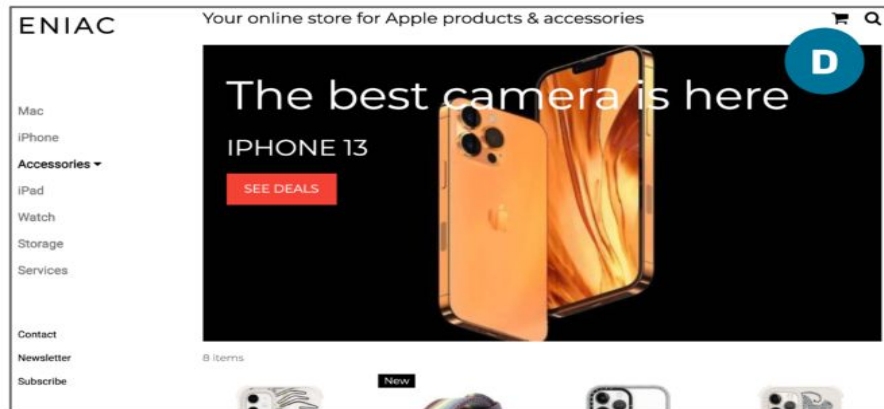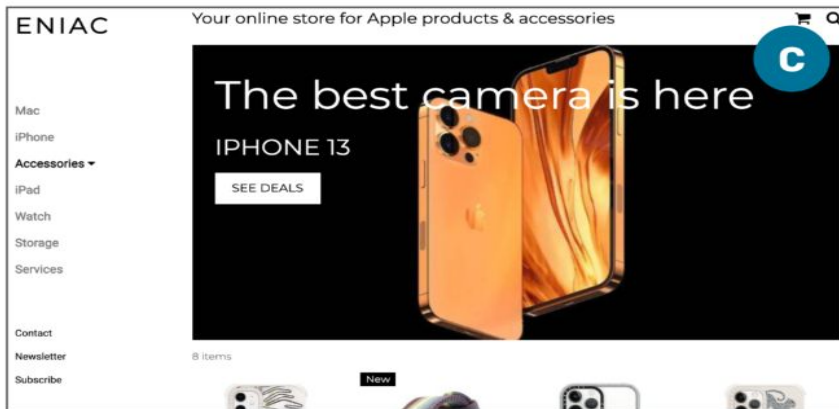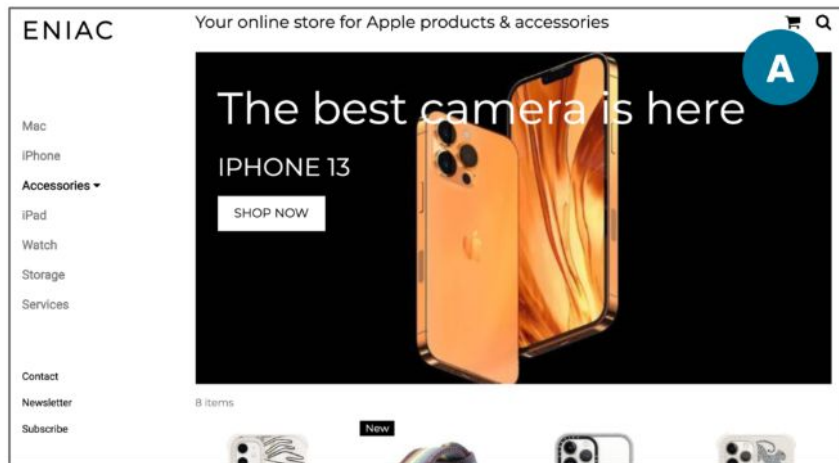
Primary success metric: **conversion rate** of "SHOP NOW"

➔ Visit a page
➔ Click on "SHOP NOW"

Secondary success metrics

➔ Visitor data
➔ Visit time

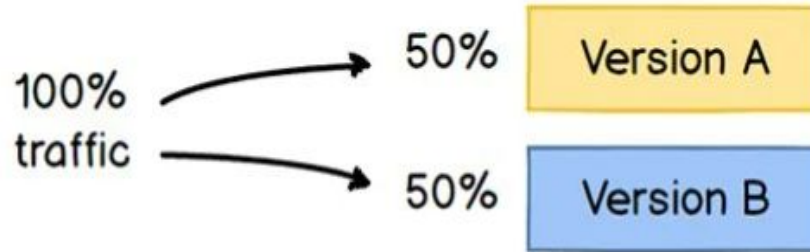# Redesign versions of "SHOP NOW"

Versions "A" vs. "B" should be tested

Why?

- **Visual**
- Wording
- **Call-to-action**
- Placement
- **Colors**
- Size
- Understanding

Random selection of audience

A/B Testing

100% traffic → 50% Version A

100% traffic → 50% Version B

Let tests run long enough (1 week) & enough data is collected

Data Segmentation

➔ Traffic source
➔ Visitor type (new or returning)
➔ Browser type
➔ Device type
➔ Third-party solution (like Google Analytics)

Statistical significance or how to fight chance

Wait to have a statistical reliability (of at least 95%) before acting