Eniac Experimental Design

Create a presentation with the highlights and conclusions of your group discussion on these questions:

- How many different versions should be tested?

- What kind of changes can we implement in each version of the test (from changing just the color of a button to redesigning the whole site)?

- How can we show one version to a selected group of users and another version to a different group?

- Which metric should we choose to compare the different versions?

- Should Eniac experiment with other elements of the site instead (or in addition to) the "SHOP NOW" button?

- How can we track, store and analyze the data from each version?

- How can we ever be sure that the version with the best performance is not having more clicks due to just chance?

- How long can we expect the experiment to last?