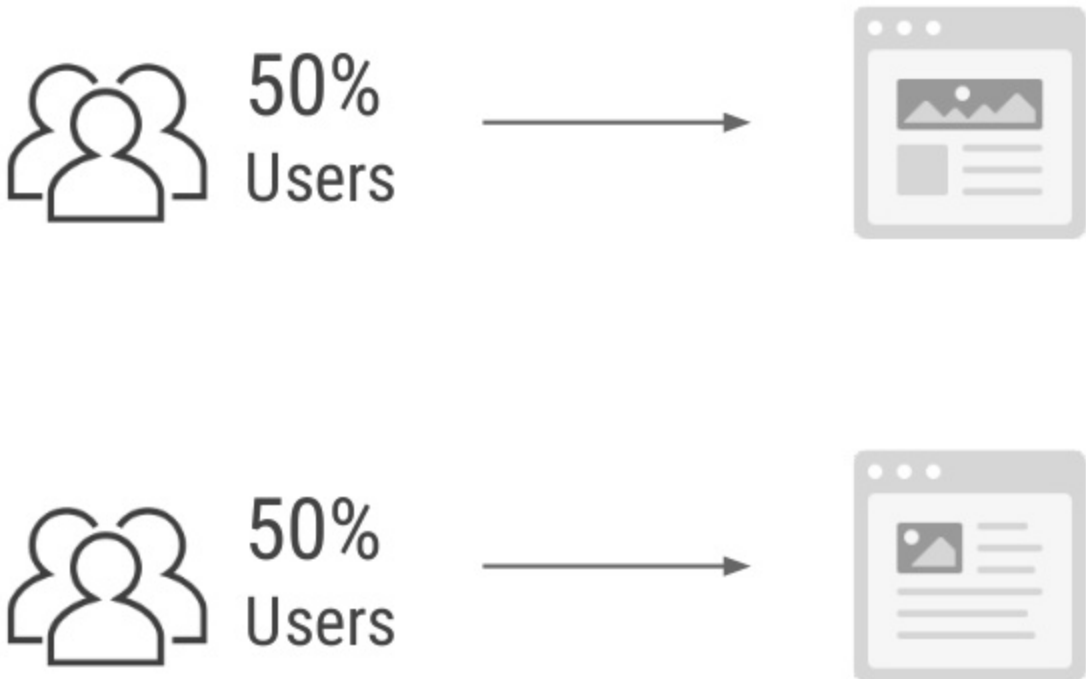
A/B Testing

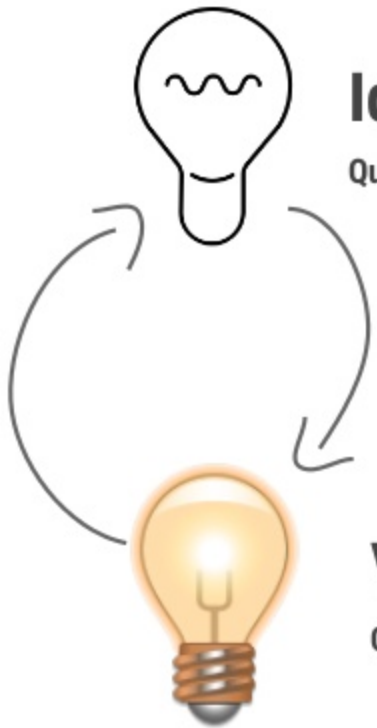
Inspired Dan Siroker & Wyatt Jenkins

GROWTH

is simply a series of experiments

Wyatt Jenkins VP Product
at shutterstock


50%
Users
50%
Users



Idea Generation

Qualitative

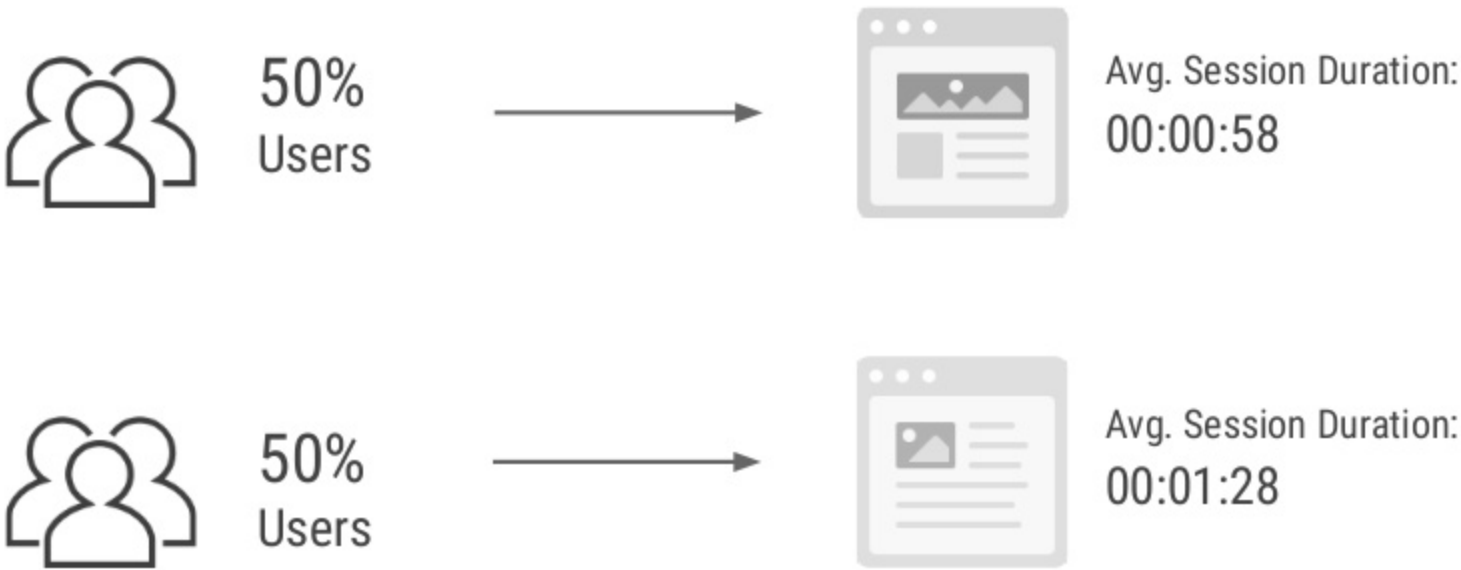
Validation

Quantitative

Wyatt Jenkins VP Product
at shutterstock

You can not test what you don't meusure

Define quantifiable success metrics



You can not test what you don't meusure

Define quantifiable success metrics

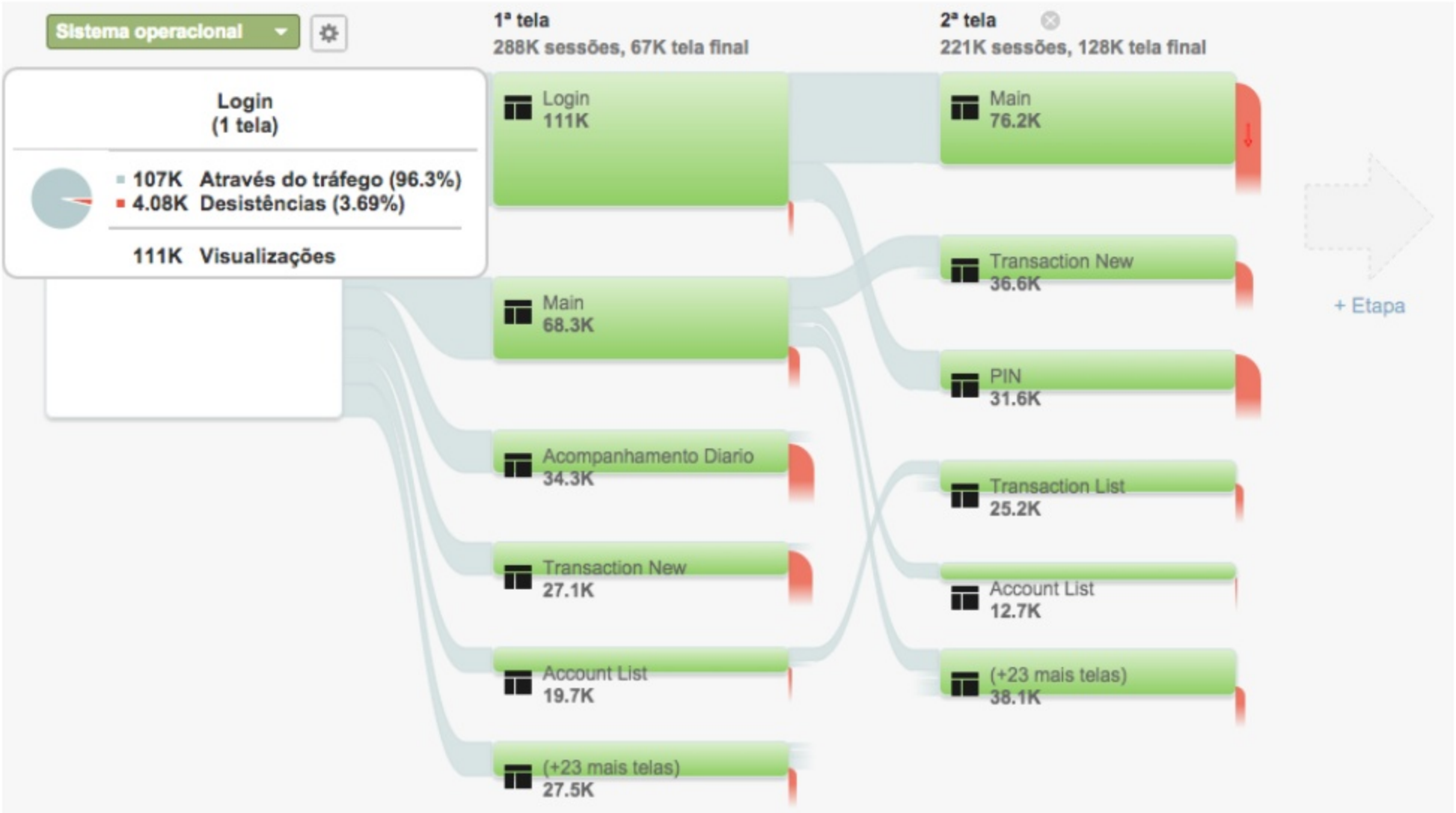
Avg. Session Duration:
00:00:58

100%
Users

Avg. Session Duration:
00:01:28

Great tools to use

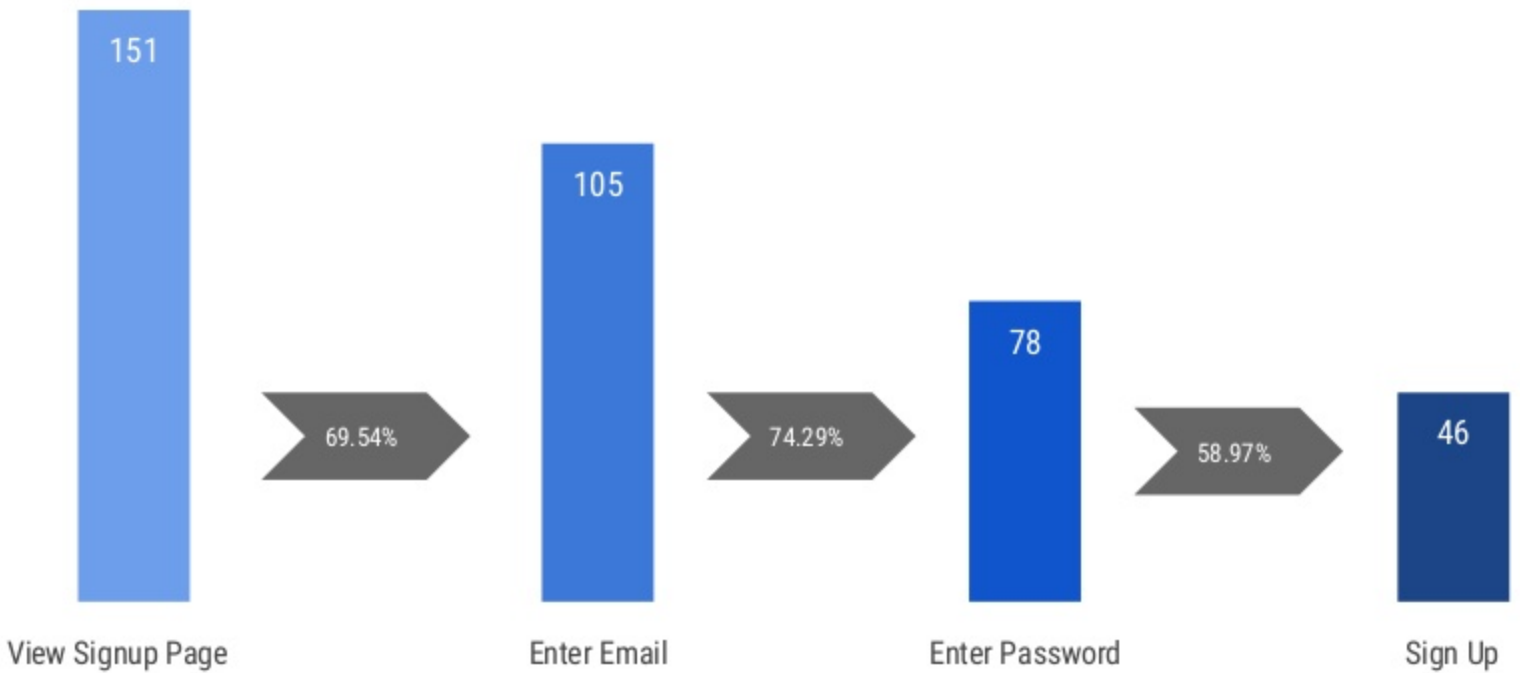
Define quantifiable success metrics


Sistema operacional
1ª tela
288K sessões, 67K tela final
2ª tela
221K sessões, 128K tela final
Login
(1 tela)
107K Através do tráfego (96.3%)
4.08K Desistências (3.69%)
111K Visualizações
Login
111K
Main
68.3K
Acompanhamento Diario
34.3K
Transaction New
27.1K
Account List
19.7K
(+23 mais telas)
27.5K
Main
76.2K
Transaction New
36.6K
PIN
31.6K
Transaction List
25.2K
Account List
12.7K
(+23 mais telas)
38.1K
+ Etapa

Understand Bottleneck

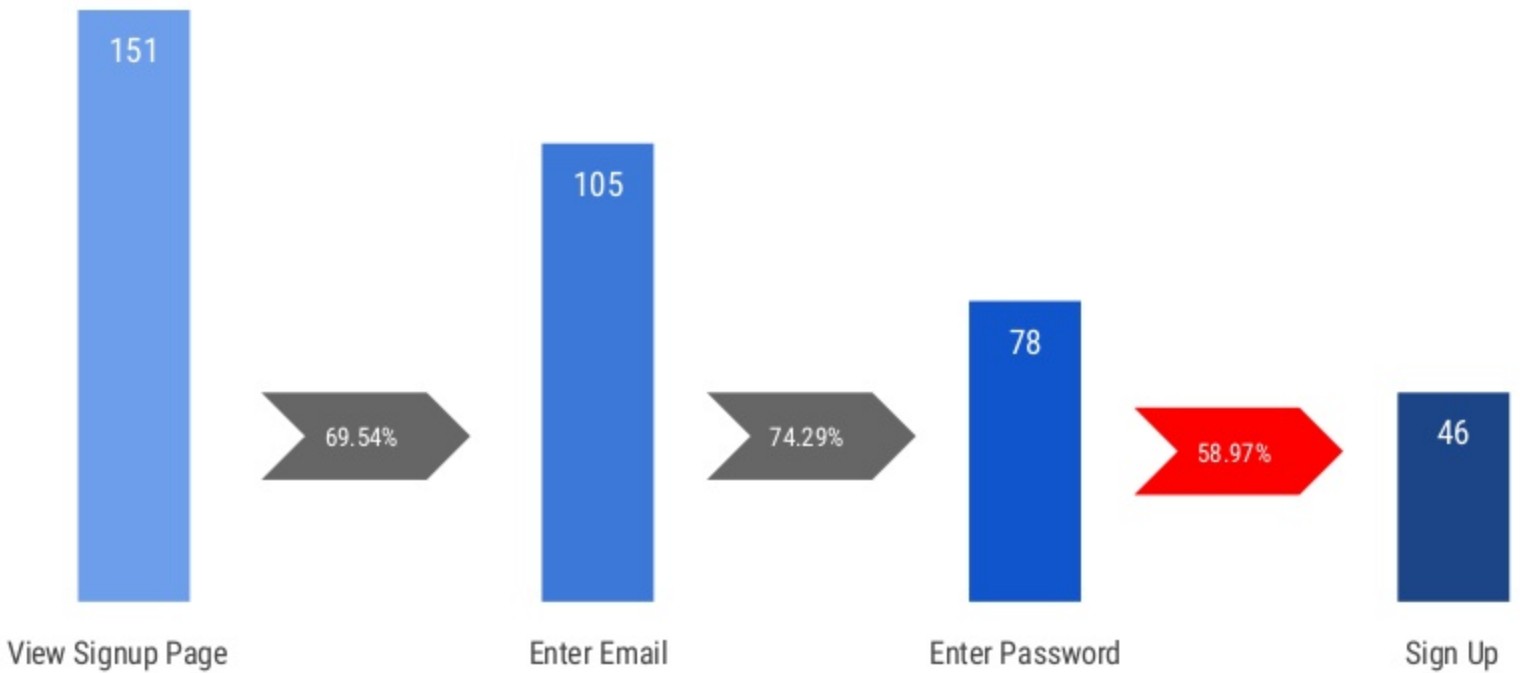
User flow

Understand Bottleneck



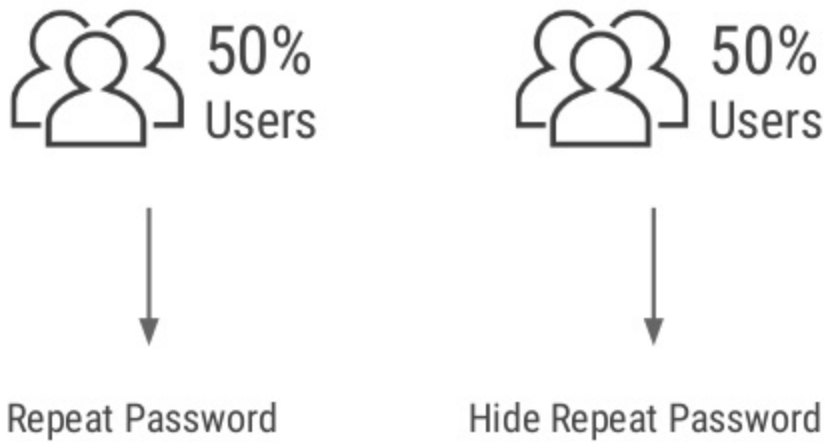
User flow

Understand Bottleneck



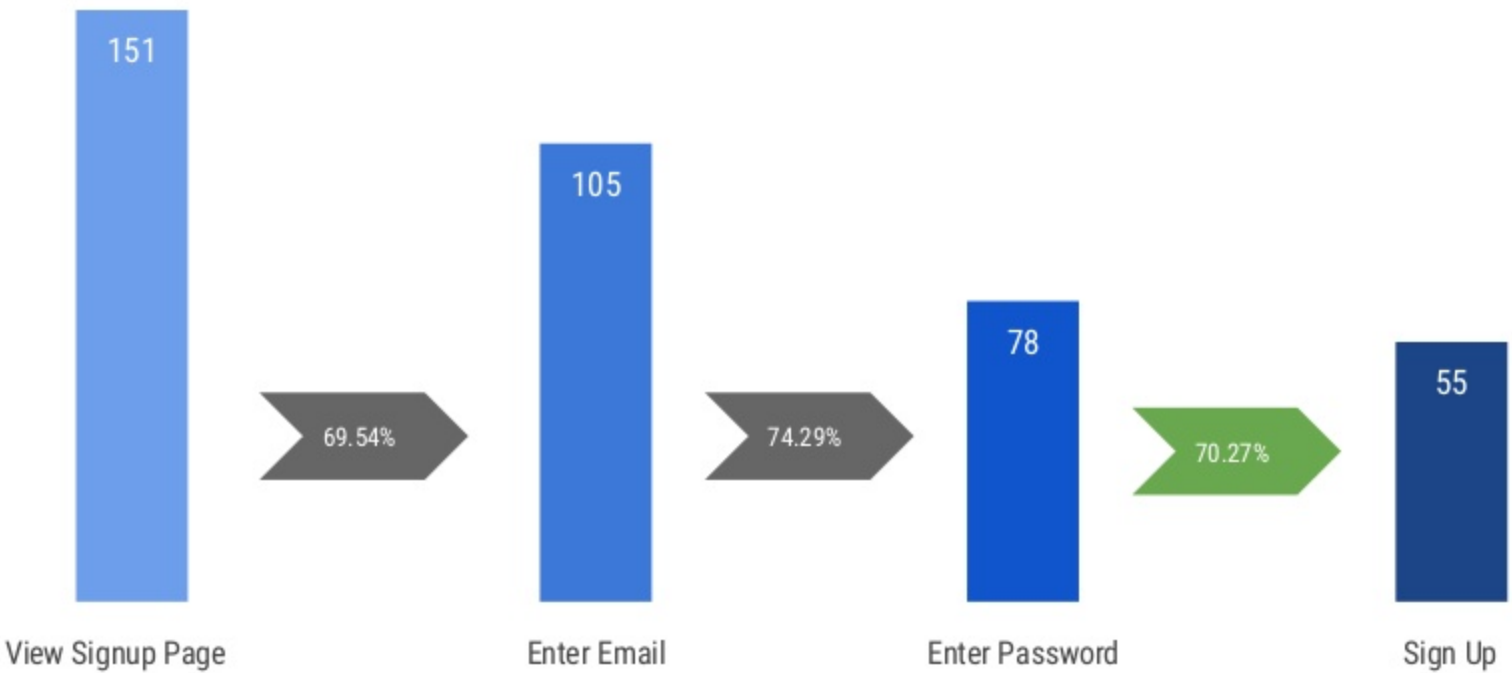
User flow

Understand Bottleneck



User flow

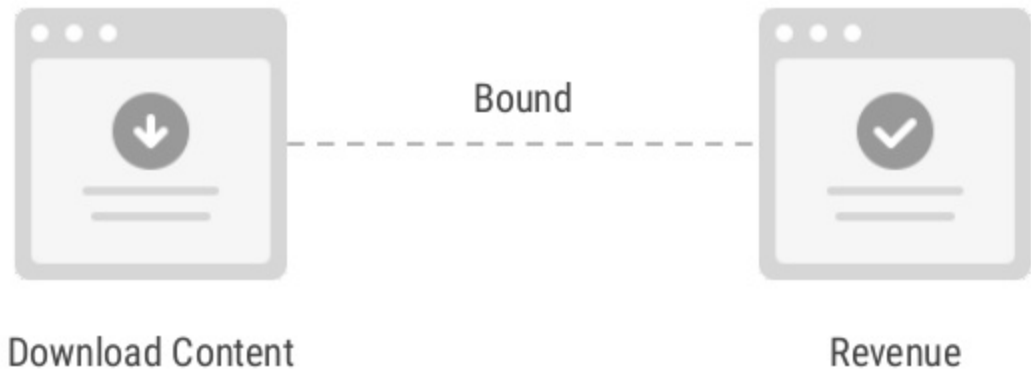
Understand Bottleneck



Understand Oportunities

User flow

Understand Oportunities



User flow

Understand Oportunities

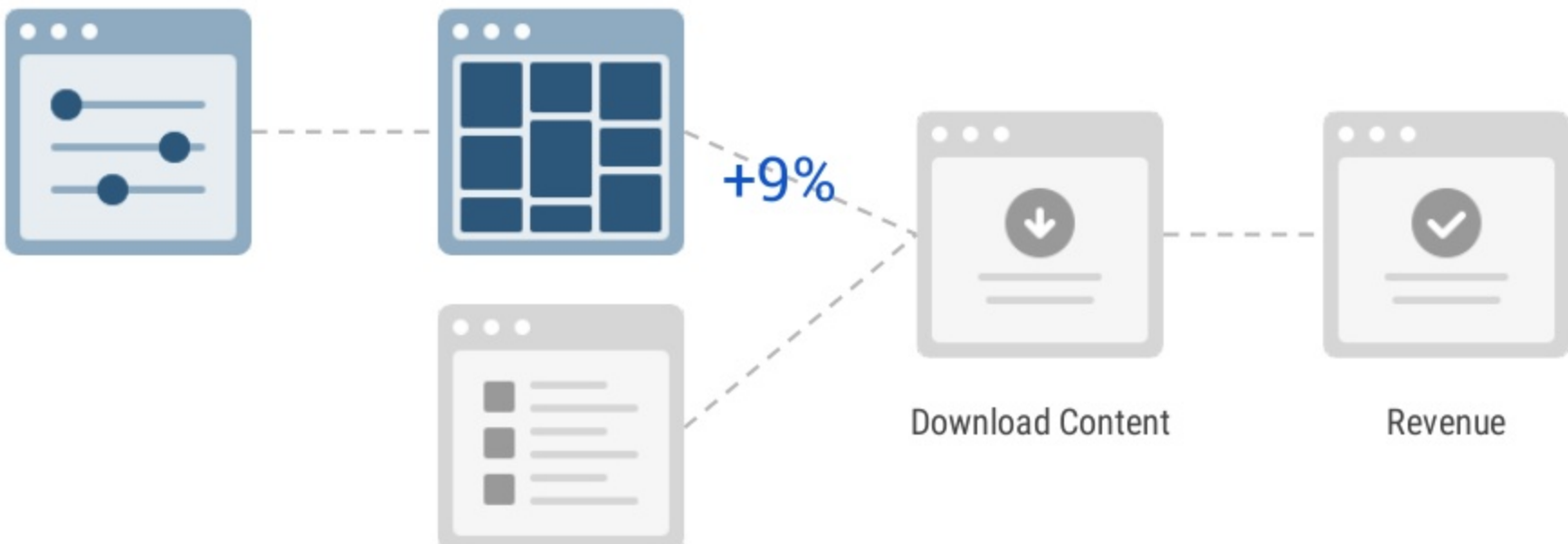
User flow

Understand Oportunities

User flow

Understand Oportunities

Explore before you refine.

Explore

Combining variants