

A/B Test

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To test what helps to attract the users for the website, an A/B test is carried out through Google Optimize and Google Analysis. In the version B, the font color, some texts of the navigation button and the theme are adjusted. The details are shown below (see Figure 1&2).

Version A (Original Version)



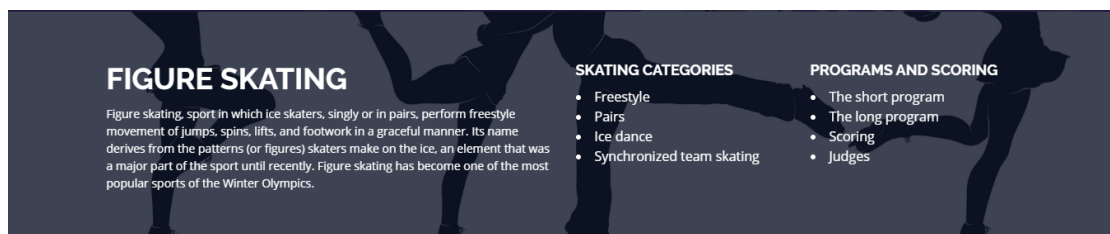
Version B (Variant)



Figure 1. A/B test difference #1

As Figure 1 shows, the first difference between two versions of the home page is that the text in navigation button has changed from “Details” to “Collection”.

Version A (Original Version)



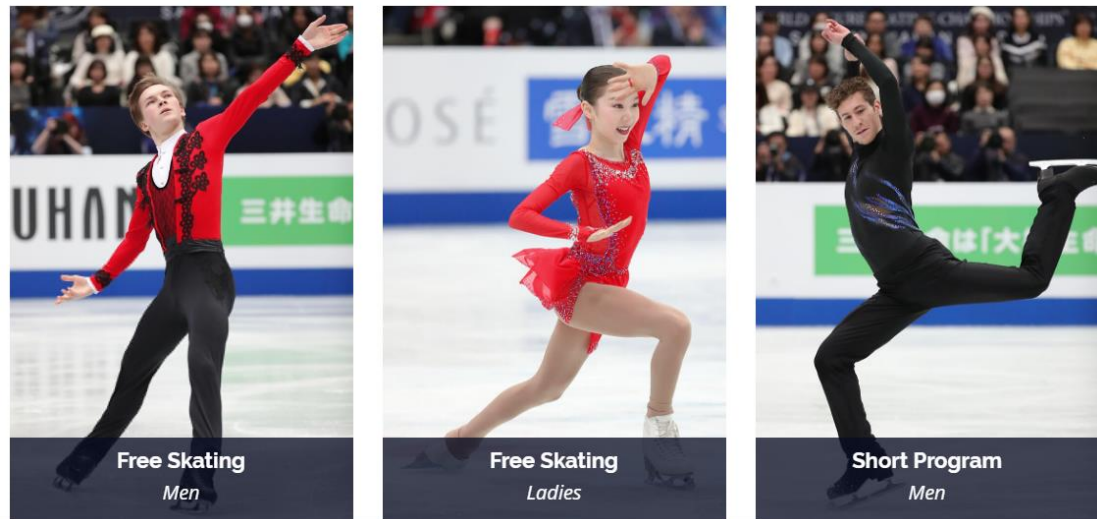
Version B (Variant)



Figure 2. A/B test difference #2

As Figure 2 shows, the second difference between two versions of the home page is that the text color of the theme in “about” section has changed from “white” to “red”.

Version A (Original Version)



Version B (Variant)

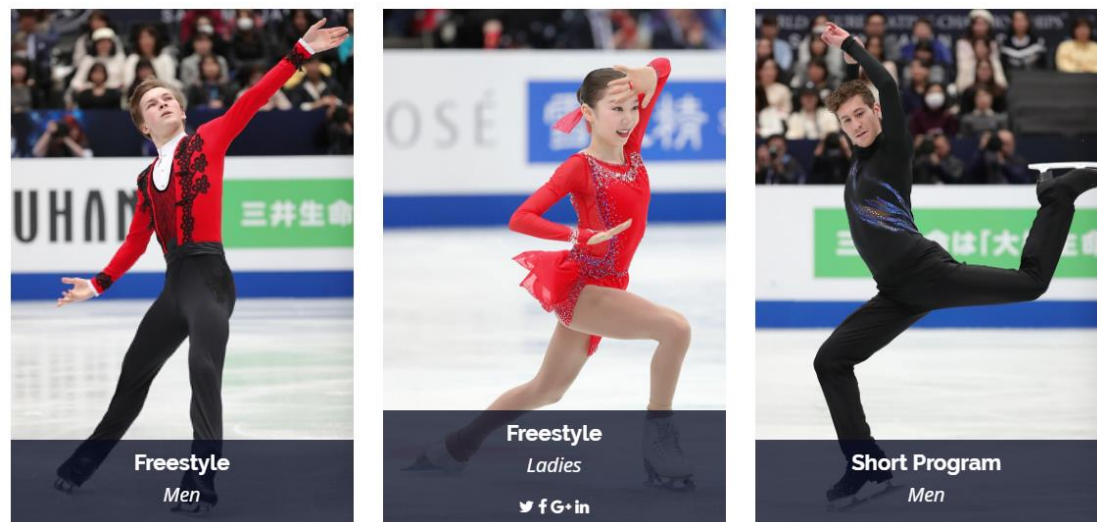


Figure 3. A/B test difference #3

As Figure 3 shows, the third difference between two versions of the home page is that the text the first category of figure skating in “Skating Categories” section has changed from “Free Skating” to “Freestyle”.

To find out which version is better in conversion, I set three goals to measure in the A/B test. The first goal is the number of clicking the video play button action. The second goal is the users staying time on home page. The third goal is the number of jumping to another page.

提高幅度概览

添加目标

变体 ↑	Time on home page (目标 2 达成次数) (主要)	Click the Video Play Button (目标 1 达成次数)	×	Jump to another page_categories (目标 3 达成次数)	×
原始版本 75 次会话	基准	基准		基准	
变体 1 72 次会话	-80% - 142%	-99% - 14,011%		-100% - 432%	

Click the Video Play Button (目标 1 达成次数) ▾

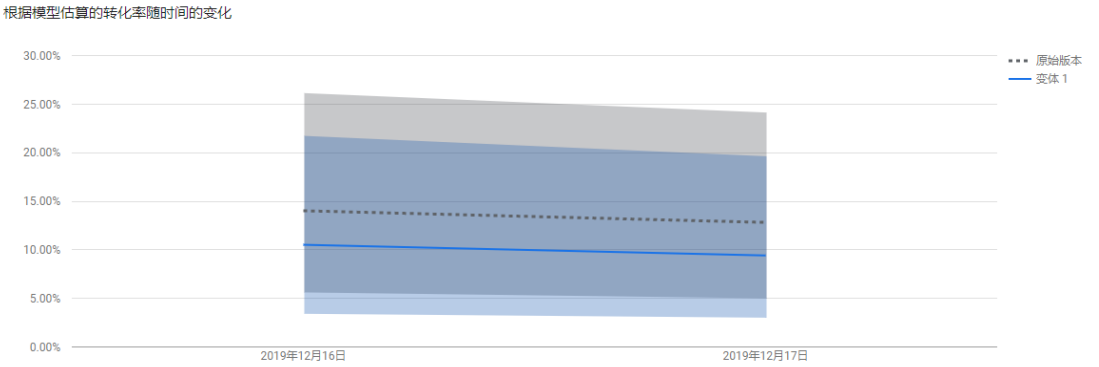
<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	49%	基准	<0.1% — 6.3%	0
<input checked="" type="checkbox"/> 变体 1 72 次会话	-99% - 14,011%	51%	51%	<0.1% — 6.4%	0

Time on home page (目标 2 达成次数) ▾

<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	70%	基准	5.0% — 24.1%	9
<input checked="" type="checkbox"/> 变体 1 72 次会话	-80% - 142%	30%	30%	3.0% — 19.6%	6

Jump to another page_categories (目标 3 达成次数) ▾

<input checked="" type="checkbox"/> 变体 ↑	根据模型估算的提升幅度	最佳组合概率	胜过原始版本的概率	根据模型估算的转化率	实验中的转化次数
<input checked="" type="checkbox"/> 原始版本 75 次会话	基准	75%	基准	0.4% — 9.4%	1
<input checked="" type="checkbox"/> 变体 1 72 次会话	-100% - 432%	25%	25%	<0.1% — 6.4%	0



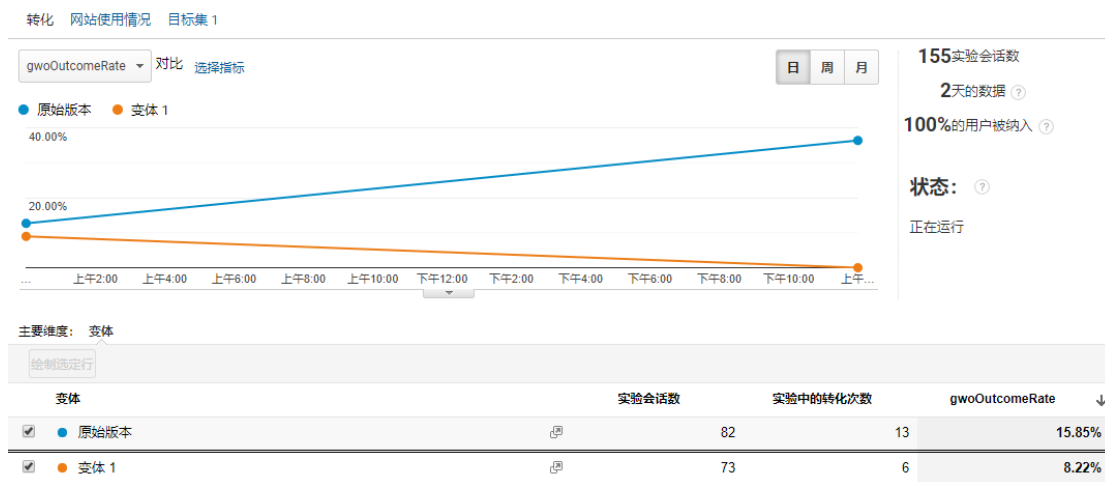


Figure 4. A/B test results

The total A/B test has lasted for two days and the results are shown in Figure 4. As we can see, version A (the original version) has attracted more users to browse the website on the whole. So that the original version is better and it will be applied directly to the final project.