5 necessities: Two versions, a sample, hypothesis, outcomes of interest, other measured variables.

#1: We want to compare two separate groups. One group would be people already taking sleeping pills, second group would be to give people the new drug. Making sure to have a randomized sample of similarly aged and related groups. I would hypothesize that the new drug would be more successful than past supplements. Outcomes of interest may include, the effects on sleep time, overall feelings of alertness the next day and overall changes in mood.

#2 The two groups we could create is if this is a gym chain. Change the uniforms of one gym that is under management for a period of time. I would hypothesize that the new uniforms would be helpful for the gym’s business. It would potentially effect morale of employees improving customer experience. Things that should be measured is employee satisfaction, customer satisfaction, and any new signups

#3 The experiment would be creating a new website and randomly sending customers to either the old website or the new website. The sample would consist of actual customers of the website. I would hypothesize that a new website would improve business. Outcomes of interest would include, time spent on the website, clicks to purchases.

#4 The two versions would simply be one email that says ‘please read’ and another that is normal. You would have to send out these emails at random to potential recipients. I would hypothesize that the please read would increase people’s desire to read the emails. Outcomes of interest would be how many people read and respond to your emails. Other measured