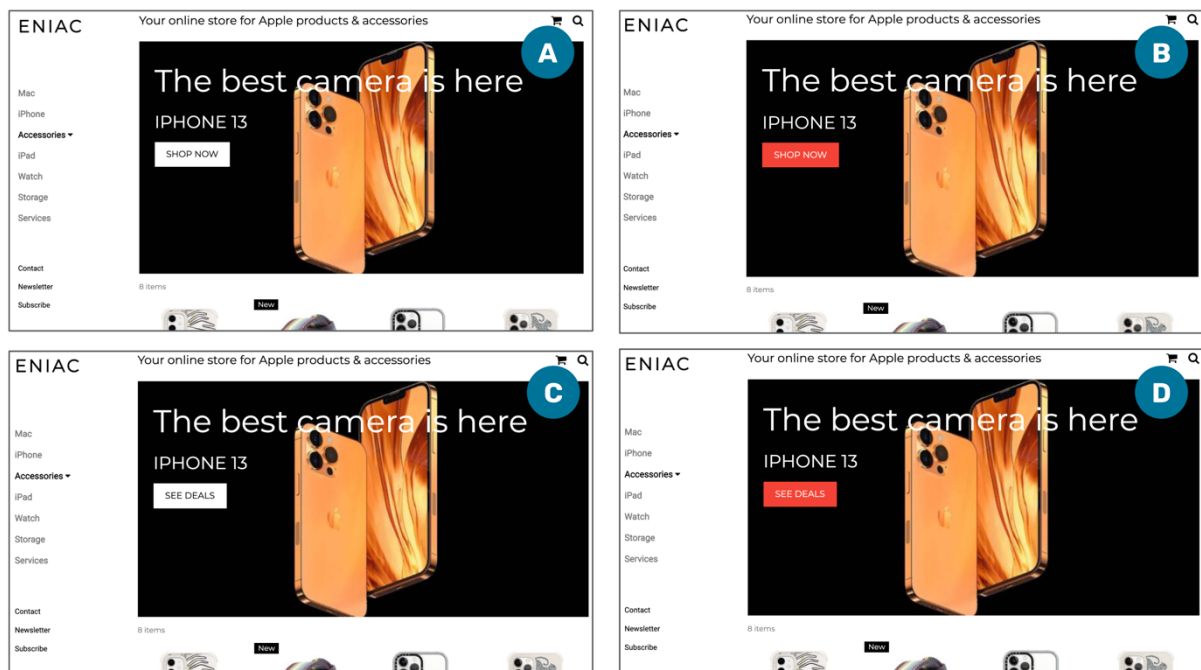


A/B Test Variations: Redesigning the "SHOP NOW" Button:

With the goal of increasing the conversion rate of the “SHOP NOW” button (when a conversion is a “click”, you might see the term “click-through rate”, abbreviated **CTR**, used instead of conversion rate), Marketing has asked the Design team for a redesign of the button, and end up with the original plus three different versions:



Let's see what changed in each version:

- Version A: the original site.
- Version B: the SHOP NOW button is now red.
- Version C: the SHOP NOW button has a new text, “SEE DEALS”
- Version D: both the B and the C changes to the button have been applied.

Key Considerations for Designing an A/B Test:

In an A/B test, we compare the performance of two or more versions of a site. When designing the experiment, several questions can emerge.

- How many different versions should be tested?

- What kind of changes can we implement in each version of the test (from changing just the colour 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 does not have more clicks due to just chance?
- How long can we expect the experiment to last?

We had to create a brief presentation (1 – 3 slides) with the highlights and conclusions. Each group had to present 2-3 questions. Our part was to answer the first 3 questions