

with the following video make a summary about How to do a Test A/B

<https://www.youtube.com/watch?v=vWvrgE5tGk>

The a/b tests are experiments that we do to measure the performance of two variables of the same thing. Two types of things are tested and the one that works the most is selected to create a product or site.

It is important to know that we only have to modify a single variable for the two prototypes that we have, to specifically know what is best for the user.

It is important to write down any idea or experiment that occurs to us, we write it down

1. We have to determine a hypothesis (a statement that we believe to be true)
2. Then based on our hypothesis
3. We launched the experiment to collect data
4. And based on this we refute the hypothesis or discard it
5. And to finish we have to iterate to continue learning

The a/b tests are to learn what works best for our product.