A/B Testing Strategy Document - Appendix: Test Deployment Guide

Deployment Owner: R&D Front-End Engineer
System: Internal Feature Flagging Platform (FFP)
Objective: Provide R&D with a step-by-step guide for deploying and monitoring A/B test variants.

1. Test Preparation (Before Deployment)

1. **Ticket Creation:** Ensure the test has an approved Product ticket containing the Hypothesis, Primary Metric, and Target Segment (e.g., of users in the UAE region).
2. **Code Branching:** Create separate, isolated code branches for Variant A (Control) and Variant B (Test).
3. **Feature Flagging:** Define a new feature flag in the FFP (ff-AB-TEST-00X). Ensure the flag defaults to **OFF** in production.
4. **Logging:** Implement event logging on both Variant A and Variant B for the Primary Metric (e.g., event.log("AB_TEST_00X_Click", "Variant_B")).

2. Deployment Steps

1. **Merge:** Merge both Variant A and Variant B branches to the main R&D branch.
2. **Staging:** Deploy the code to the Staging environment.
3. **Smoke Test:** Product Manager and R&D must verify both variants load correctly and the FFP correctly assigns the control/test groups based on the URL parameter.
4. **Production Canary:** Deploy the code to Production (Feature Flag still OFF).
5. **Activation:** Once deployed, the R&D Engineer *slowly* activates the feature flag based on the target segmentation defined in the Product ticket (e.g., segment for 1 hour, then).

3. Monitoring and Safety Checks

- **Guardrail Alerting:** The SRE team must set up temporary, elevated alerts on the new feature endpoints to monitor for performance degradation.
- **Daily Check:** The Product Manager and R&D Lead must review the dashboard daily to ensure traffic splitting is and that error rates for the test segment are not significantly higher than the control segment.
- **Kill Switch:** If a P1/P0 incident is triggered by the test, the R&D Engineer must immediately flip the feature flag **OFF** in the FFP (the kill switch). The fix is then deployed as an emergency patch.