I. Can't slove: what we miss

II. Can and can't
- Double in a short time period
- Have specific experiment and control group

    x : online shopping: is my site complete   (✓ if specific product)

    x : add premium service   (just get how many get premium)

    ✓ : change algorithm for recommendation.

    ✓ : change backed page

    X : website selling cars: will a change of repeat customers of (referrals)

       (Too long. don't have data, ∴ by car sales)   no clear data

    X : Update brand, including main logo   (emotional, need (longer time window)

    ✓ : Test layout of initial page (clear control and metrics)

III. Other Techniques for cases when A-B testing not useful
1. Analyze data retrospectively, to test hypothesis
   perspective analysis, use two different data
2. Experience research   3. Focus group
4. Survey   5. Human evaluation

IV. Key purpose of A-B testing

   Have a consistent response from your control and your experiment group, so you can
actually determine and structure experiment, so you can determine whether there is a
significant change in your experiment group as opposed to your control group.