

# RUNNING WEB EXPERIMENTS

**Scott Klemmer**

# NATIONAL ALERT REGISTRY

Be Aware • Be Alert • Be Safe

## Search Results

Search Initiated:	8/2/2005	Time:	12:12 P.M.
Search Location:	Zip: 32225	City:	JACKSONVILLE, JAX
		State:	FL

**33 Registered sex offenders are located in your immediate area.**

Get the **complete report** including map, **photograph**, and addresses to find out who they are and where they **live**. You will be able to enter your full address and specify a larger radius.

The complete report includes:

- ☐ Photos
- ☐ Appearance Details
- ☐ Conviction Information
- ☐ Offense Dates
- ☐ Offense Details
- ☐ Street Addresses
- ☐ Name Aliases



[See the entire sample Report!](#)

To get a complete Predator Report **today**, register below with National Alert Registry, and for just \$10.00 we will create a custom report using your address. We will also send you a "Red Alert" notification when new predators are in your area.

Email:

(Email address used for RED ALERT Notifications)

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Country:

Phone:

### Billing Information

By submitting this information you agree to a one time charge of \$10.00. [Terms and Conditions.](#)

Upgrade my registration so I can generate "Unlimited Reports" when new predators are in my area for just \$4.95/month. ☒ Yes ☐ No



Credit Card Number:

Credit Card Exp. Date:  /

3 or 4 Digit Code After Card #  
on Back of Card:

[CLICK HERE FOR INSTANT ACCESS](#)

[Back](#)



### Background

The U.S. Congress passed three laws that require States to keep track of sex offenders; the Wetterling Registration Act, the Lynchner Tracking and Identification Act and Megan's Law. On March 5, 2003, The Supreme Court ruled that information about **potential predators** may be posted on the Internet.

### The Problem

The information is available and you have the **right** to see it. But the problem is that access is very **difficult**. You have to know the name of the individual you are looking for and in many States you must go to your police station and complete a **request form**. In some States there is a fee and **limit** to view only two names

### The Solution - Predator Report

Now in the **privacy** of your home you can view the same information displayed on a map of **your neighborhood**. The free service provides the number of predators in your neighborhood. You can then choose to purchase the full service, which includes details about those **sexual offenders**, including specific addresses. The full service search is based on **your** exact address.



# NATIONAL ALERT REGISTRY

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## Search Results for Zip Code 32225

Search Initiated:	8/2/2005	Time:	12:11 P.M.
Search Location:	State: FL	City:	JACKSONVILLE, JAX
		Zip:	32225

There are currently 32 Registered Sex Offenders located in your zip code

Would you like **names, pictures and addresses**? [Click Here](#)

The National Alert Registry has made all this vital information available to you. Plus you can get a custom map of your neighborhood, identifying your home and where offenders reside in proximity to it.

Your complete "Predator Report" includes all of the below:

- ☐ Color Photos (when available)
- ☐ Appearance Details
- ☐ Street Addresses
- ☐ A Detailed Map
- ☐ Name & Aliases
- ☐ Conviction Information
- ☐ Offense Dates
- ☐ Offense Details



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- ☐ Single "Predator Report" one time charge of \$10.00
- ☒ Upgrade my registration and guarantee me "Red Alert" **Automatic Report Updates & Email Notifications** when new predators are in my area for an additional \$4.95/month. [Details](#)



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[How to find your security code?](#)

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"I love my NAR monthly Predator Report. You can't imagine my shock to find a registered sex offender living one mile from my home. I have grandchildren that visit often and you can bet I will keep a MUCH closer watch on them from now on. NAR is a wonderful tool for keeping my family safe." Julie S., Florida

"NAR Predator Report is wonderful! I live in an upscale neighborhood and thought I was safe, but when I checked my Predator Report I discovered that we have three (3) offenders living in our neighborhood. I was astounded." Bill S., New York

"I am very pleased that I subscribed to this. It does indeed, keep me: ALERT, and AWARE and I feel SAFER! THANK YOU for these services." -- Justice of Colorado



## Free Search Results for Zip Code 32225

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Get a custom map of your neighborhood, identifying your home and where offenders reside in your area. It only takes a few seconds to generate your report and costs just \$10.

### Your Neighborhood Report

We will use your address to create a custom report.

Email:   
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First Name:

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#### Select your billing preference:

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- ☒ Upgrade my registration to "Red Alert."  
Only \$4.95/month more.

#### Red Alert includes:

1. **Automatically Updated Predator Reports** - Your map is updated daily when new information is available.
2. **Automatic Predator Notifications** when new offenders are in your area.
3. **Email alerts** when our nation-wide database has been updated.



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Security Code:  [What is this?](#)

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Bill R., New York

### Sample Report



[See the entire sample Report!](#)

#### The complete Predator Report includes:

- Color Photos (when available)
- Appearance Details
- Street Addresses
- A Detailed Map
- Name & Aliases
- Conviction Information
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#### Optional Red Alert Program includes:

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[Back](#)



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The U.S. Congress passed three laws to require States to keep track of sex offenders. The Wetterling Registration Act, the Lincoln Tracking and Identification Act, and the Adam Walsh Child Protection and Safety Act. On May 2005, the Supreme Court ruled that information about potential predators may be posted on the Internet.

### The Problem

The information is available and you have the right to see it. But the problem is that it is very difficult. You have to know the name of the individual you are looking for and in most States you must go to your police station to complete a request. Furthermore, in some States there is a fee and the view only has names.

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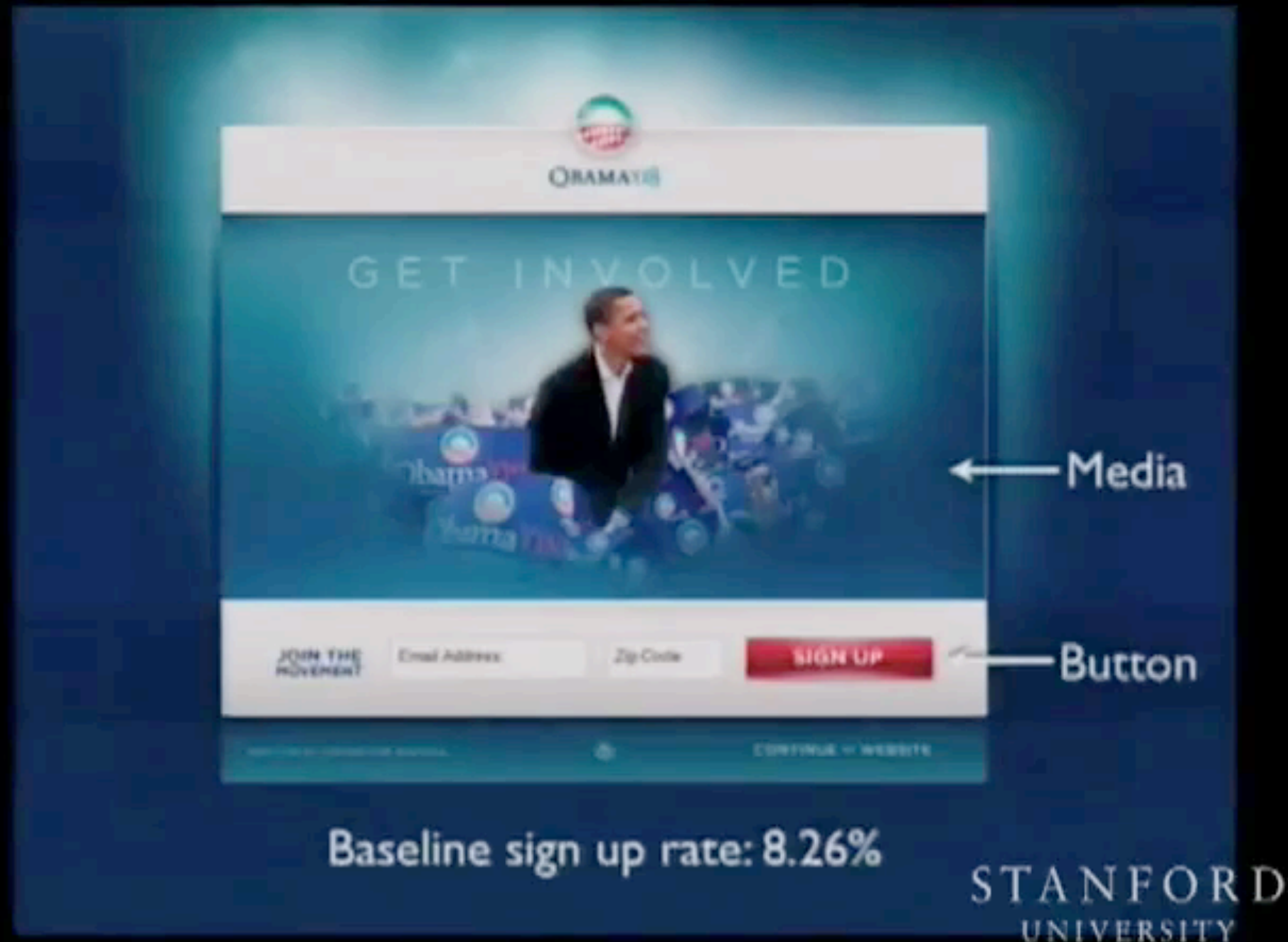
## A/B/C Split Test

	<b>PAGE A</b>	<b>PAGE B</b>	<b>PAGE C</b>
Percent of traffic	34%	33%	33%
New sales	244	282	114
Change	N/A	15.57%	-53.28%

# Ways design makes a difference

- Position and color of a call to action
- Position on the page of testimonials, if used
- Whether linked elements are in text or as images
- Amount of white space on a page, giving the content space to “breathe”
- Position and prominence of the main heading
- Number of columns used on the page
- Number of visual elements competing for attention
- Attributes of people and objects in photos

Content courtesy of A List Apart: <http://www.alistapart.com/articles/designcancripple>





# Which option performed best?

- Sign up
- Learn More
- Sign up Now
- Join Us Now

# Now for the visual material: five options

Courtesy Dan Siroker, Stanford HCI Seminar <http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08>



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# Which option performed best?

- Family Image
- Change Image
- Barack Video
- Springfield Video
- Sam's Video



Courtesy Dan Siroker, Stanford HCI Seminar <http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08>

# Here We Saw

- Small changes: big difference
- Our expectations are often wrong

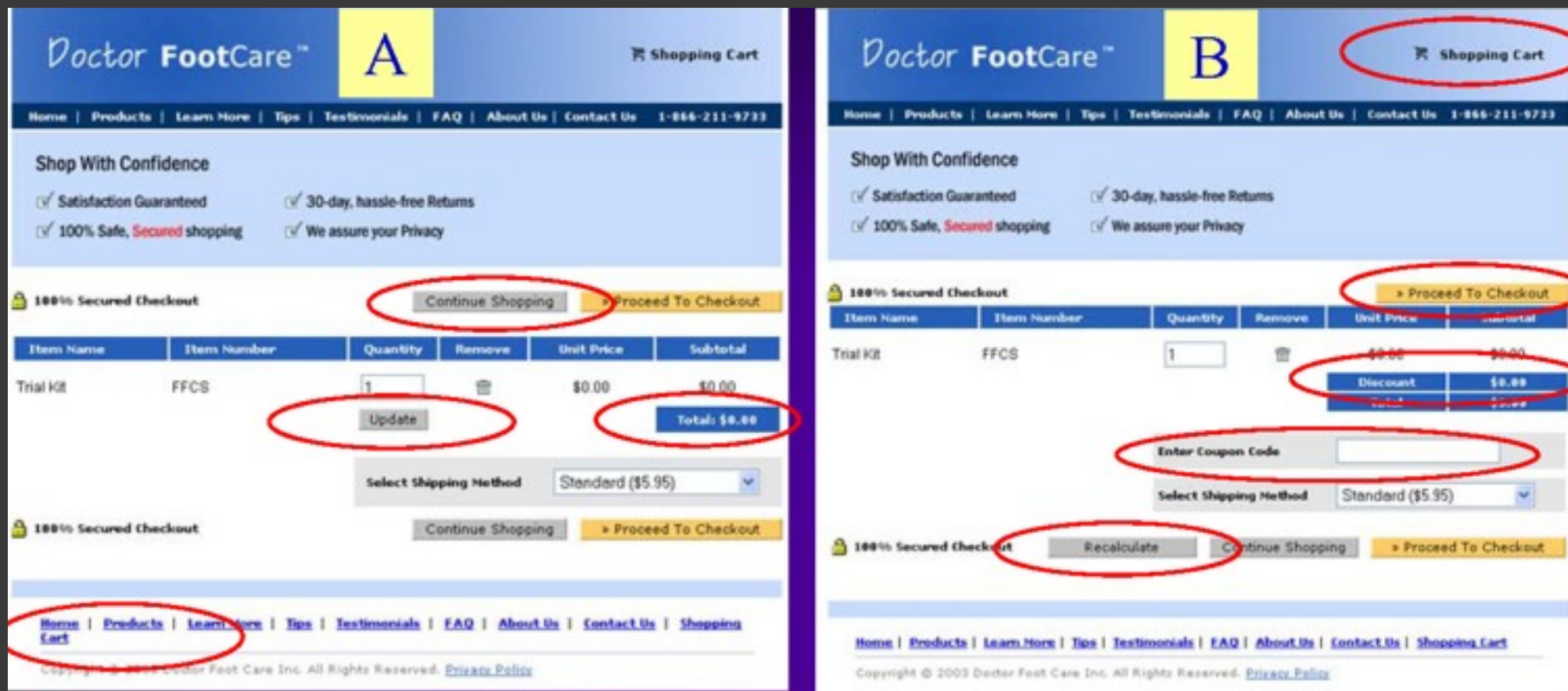


# Large scale changes design

- Making small but consequential differences detectable.
- Small differences accumulate
- Sometimes, there are interactions between two different changes
- Beware of anomalies: investigate further

# Unexpected changes in a checkout page

- Conversion rate: the percent of visits to a Web site that include a purchase
- Which version has a higher rate?



courtesy Greg Linden's blog: <http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html>

Small distractions  
*like extra fields*  
can yield big changes



# Office Online Feedback

Fix layout

A

Please let us know if this content was helpful.

Rate this content:

☆☆☆☆☆

Tell us why you rated the content this way (optional):

Remaining characters: 650

Submit

B

How helpful was this information?  
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Click to rate: 3 out of 5 stars

How helpful was this information?  
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Why did you rate the information this way?

Remaining characters: 650

- Feedback A puts everything together, whereas feedback B is two-stage: question follows rating
- Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them lighter
- 

**Which version has a higher response rate? By how much?**

# Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:

☆☆☆☆☆

Tell us why you rated the content this way (optional):

Remaining characters: 650

B

How helpful was this information?  
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Click to rate: 3 out of 5 stars

How helpful was this information?  
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Why did you rate the information this way?

Remaining characters: 650

Fix layout

- Feedback A puts everything together, whereas feedback B follows rating
- Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them lighter

Which version has a higher response rate? By how much?

**B gets more than double the response rate!**

# Commitment Escalation

- Iterative design plus controlled experiments can enable you to fine-tune this stuff

# Class Task

- Back to our class website:
- Design 1 new version of the homepage that will hopefully make access to Instructor/TA info easier
- Make sure to draw the current version along-side, for comparison



# Run Experiments at 50/50%

- Novice experimenters run 1% experiments
- To detect an effect, you need to expose a certain number of users to the treatment (based on power calculations)
- Fastest way to achieve that exposure is to run equal-probability variants (e.g., 50/50% for A/B)
- But don't start an experiment at 50/50% from the beginning: that's too much risk

Ramp up over a short period

# Ramp-up and Auto-Abort

Fix layout. Also,  
need right link for  
Kohavi.

- **Ramp-up**
  - start an experiment at 0.1%
  - do some simple analyses to make sure no egregious problems can be detected
  - ramp up to a larger percentage, and repeat until 50%
- **Big differences are easy to detect because the min sample size is quadratic in the effect we want to detect**
  - detecting 10% difference requires a small sample and serious problems can be detected during ramp-up
  - detecting 0.1% requires a population  $100^2 = 10,000$  times bigger
- **Automatically abort the experiment if treatment is significantly worse on OEC or other key metrics (e.g., time to generate page)**

# Pick the a meaningful yardstick

# Run it for long enough

- Sometimes, first use is not the same as what people are familiar with



# Start planning your testing now

- Testing necessitates planning
- Think of the features you would like to test - explain what it is designed to do
- Decide what type of experiment you would use to test this feature
  - If in lab - what questions?
  - If online - create A/B versions