

HUMAN-CENTERED
DESIGN

Running Web Experiments

Scott Klemmer
UC San Diego
The Design Lab



NATIONAL ALERT REGISTRY

Be Aware • Be Alert • Be Safe

Search Results

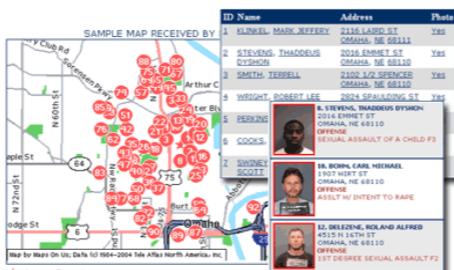
Search Initiated:	8/2/2005	Time:	12:12 P.M.
Search Location:	Zip: 32225	City:	JACKSONVILLE, JAX
State: FL			

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: Month / Year

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

[CLICK HERE FOR INSTANT ACCESS](#)



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.

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Search Results for Zip Code 32225

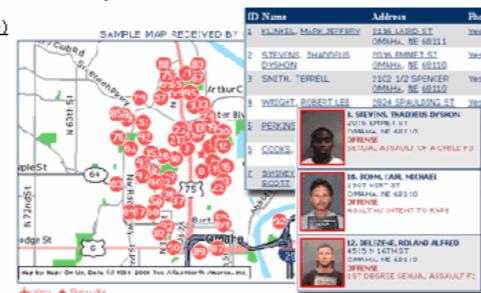
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There are currently 32 Registered Sex Offenders located in your zip code			

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
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Email: [REDACTED]	
(Email address used for RED ALERT Notifications)	
First Name: [REDACTED]	
Last Name: [REDACTED]	
Address 1: [REDACTED]	
Address 2: [REDACTED]	
City: [REDACTED]	
State: Select [REDACTED]	
Zip: 32225	
Country: United States [REDACTED]	
Phone: [REDACTED]	

Billing Information

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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](#)



Credit Card Number: [REDACTED]

Credit Card Exp. Date: Month [REDACTED] / Year [REDACTED]

3 or 4 Digit Code After [REDACTED]

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

Red Alert includes:

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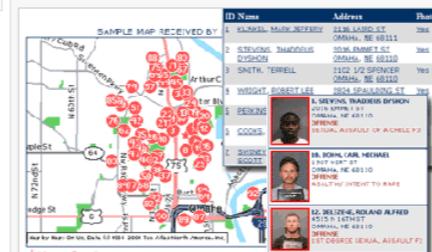
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City:	
State:	Select
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Phone:	

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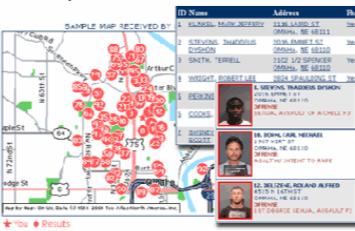


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Your Neighborhood Report

We will use your address to create a custom report

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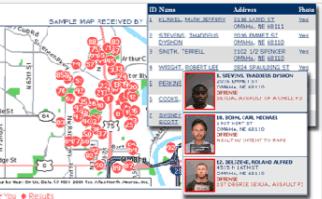
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A/B/C Split Test

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Change	N/A	15.57%	-53.28%

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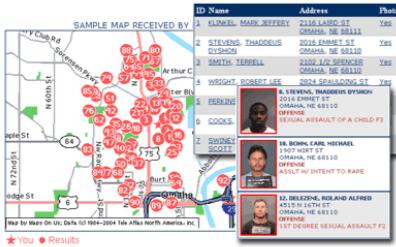
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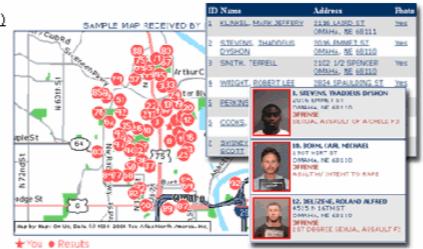
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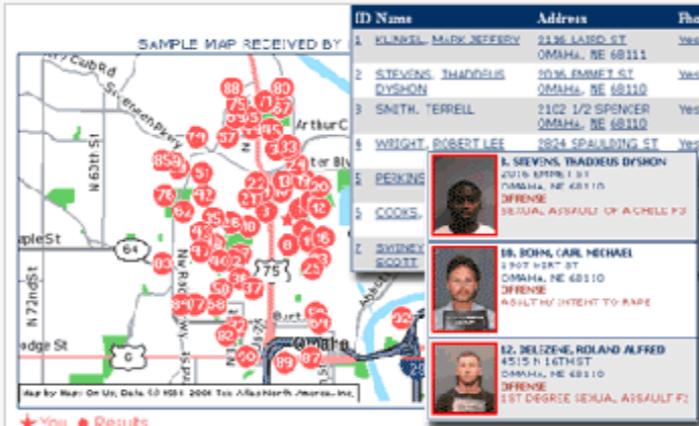
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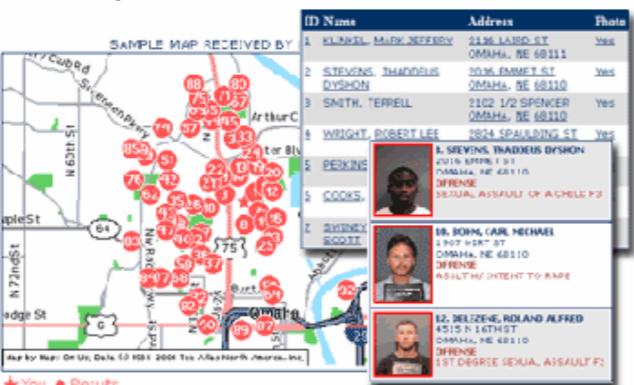
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Ways design makes a difference

- 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

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[Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#)



[Taking Risks](#)

[Vinod Khosla](#)

2 min. 1 sec.

2 min. 2 sec.

2 min. 26 sec.

New Podcasts

From medical devices to social responsibility, corporate acquisitions to personal tales of trial and triumph, our speakers share their collective wisdom and decades of business savvy.



Podcast: [Representing the Socially Responsible Enterprise](#)

[Debra Dunn](#), Skoll Foundation | [Jay Coen Gilbert](#), B Corporation | [Bart Houlahan](#), B Corporation | [Andrew Kassoy](#), B Corporation - 50 min. 56 sec.

The co-founders of B Lab, Jay Coen Gilbert, Bart Houlahan, and Andrew Kassoy, unveil their infrastructure play that seeks to give voice to the burgeoning panoply of green business. They explain how a higher set of corporate standards accountable to the environment, employees, and the community, can craft a healthier corporate ecosystem for all.



Podcast: [Healthy Entrepreneurship in Medical Devices](#)

[Mir Imran](#), InCube Labs - 54 min. 28 sec.

Parallel entrepreneur Mir Imran, CEO of InCube Labs, has launched twenty companies - at times simultaneously. He shares his solutions-focused expertise and identifies the vitality and growth of the biomedical healthcare vertical.



Podcast: [The Path to an Acquisition](#)

[Brett Crosby](#), Google Analytics - 1 h 1 min. 5 sec.

Brett Crosby, Group Manager of Google Analytics, describes the ebb and flow of the process by which his web analytics company, Urchin, was acquired by Google. He also shares some inspirational lessons in making small business loom large.

Educators Corner, a project of [Stanford Technology Ventures Program](#) at Stanford University, is a collection of recordings from hundreds of Silicon Valley's most practiced entrepreneurs and thought leaders. The collection offers over 1,200 videos and podcasts, freely available to the public.

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Brought to you by the
Stanford Technology Ventures Program

Quick Shots

Spend just two minutes and a few odd seconds to learn bright ideas to build, grow, or sustain your entrepreneurial drive. These bite-sized, informative videos offer a fast jolt to your fast-tracking career.



Video: [Negotiating with Customers and Clients](#)

[Stan Christensen](#), Stanford Technology Ventures Program; Arbor Advisors | [Dan Springer](#), Responsys - 2 min. 1 sec.

Dan Springer, CEO of Responsys, acknowledges that the most frequent and important negotiations often occur with customers. Furthermore, Springer advises that the keys to a successful negotiation with customers include: 1) Preparation to discover what the customer wants and 2) Identifying the few things on which you will stand firm.



Video: [Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#), Google - 2 min. 2 sec.

Repackage, rejuvenate, re-market, and re-examine those products or practices you thought would fly, and craft them a new set of wings. Head of Google product development Marissa Mayer lives by the old adage that if at first you don't succeed, try again. She pushes aspiring business thinkers to breathe new life into failed ventures, as opposed to cutting the cord.



Video: [Taking Risks](#)

[Vinod Khosla](#), Kleiner, Perkins, Caufield & Byers - 2 min. 26 sec.

Launching a start-up is not a rational act. And Vinod Khosla, a partner in Kleiner, Perkins, Caufield & Byers and former Sun Microsystems CEO, believes that success only comes from those who are foolish enough to think unreasonably. Entrepreneurs need to stretch themselves beyond convention and constraint to reach something extraordinary.

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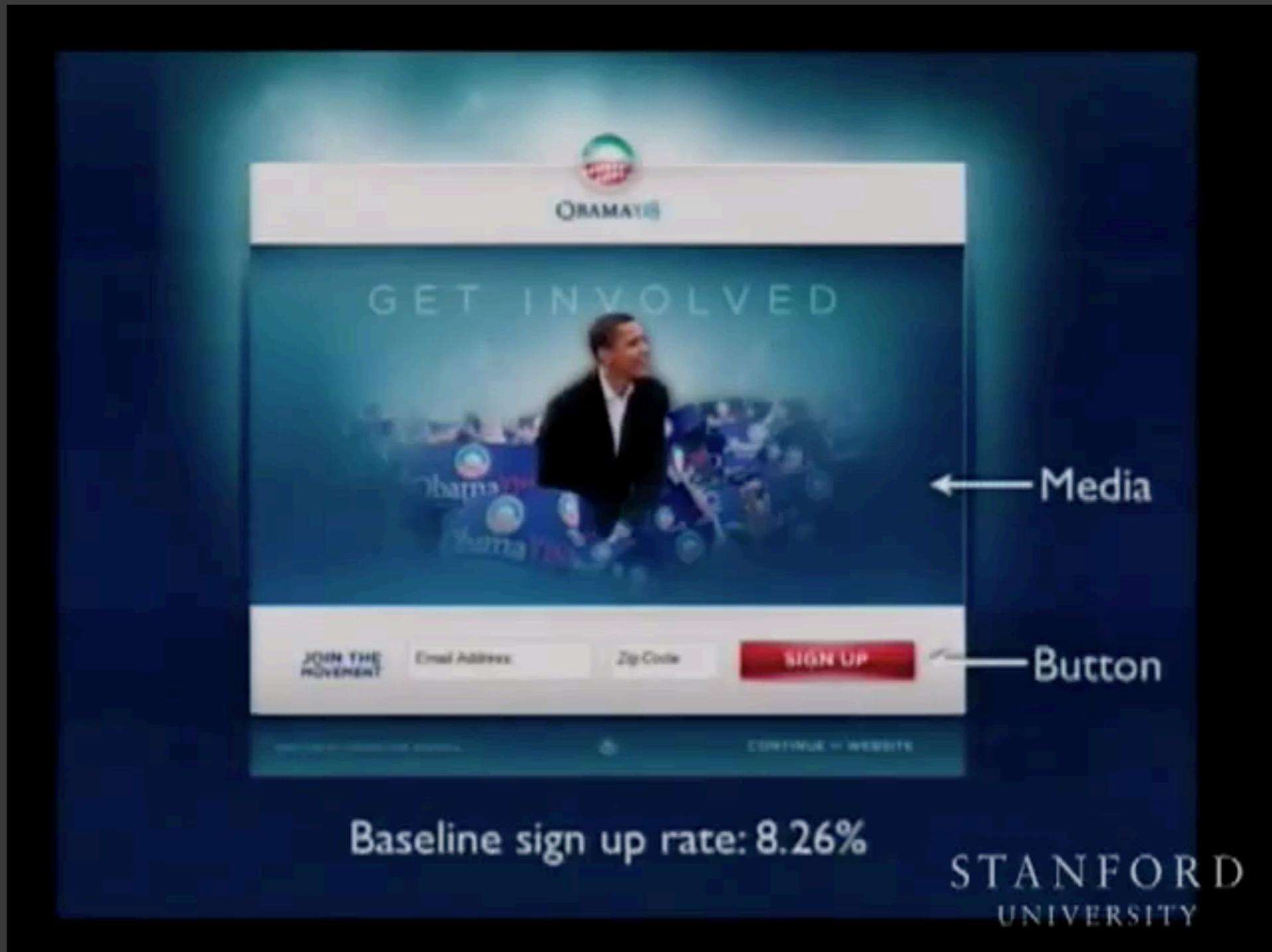
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Results

- Version A (traditional version) was sent to 6272 users.
Opened: 1638 - Click thrus: 722 -
Forwards: 4
- Version B (Quick Shots version) was sent to 6263 users.
Opened: 1769 - Click thrus: 922 -
Forwards: 14



Which option performed best?

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

Now for the visual material: five options



- 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

For Dustin Curtis, Which performed best?

- I'm on Twitter
- Follow me on twitter
- You should follow me on twitter
- You should follow me on twitter here

For Dustin Curtis, Which performed best?

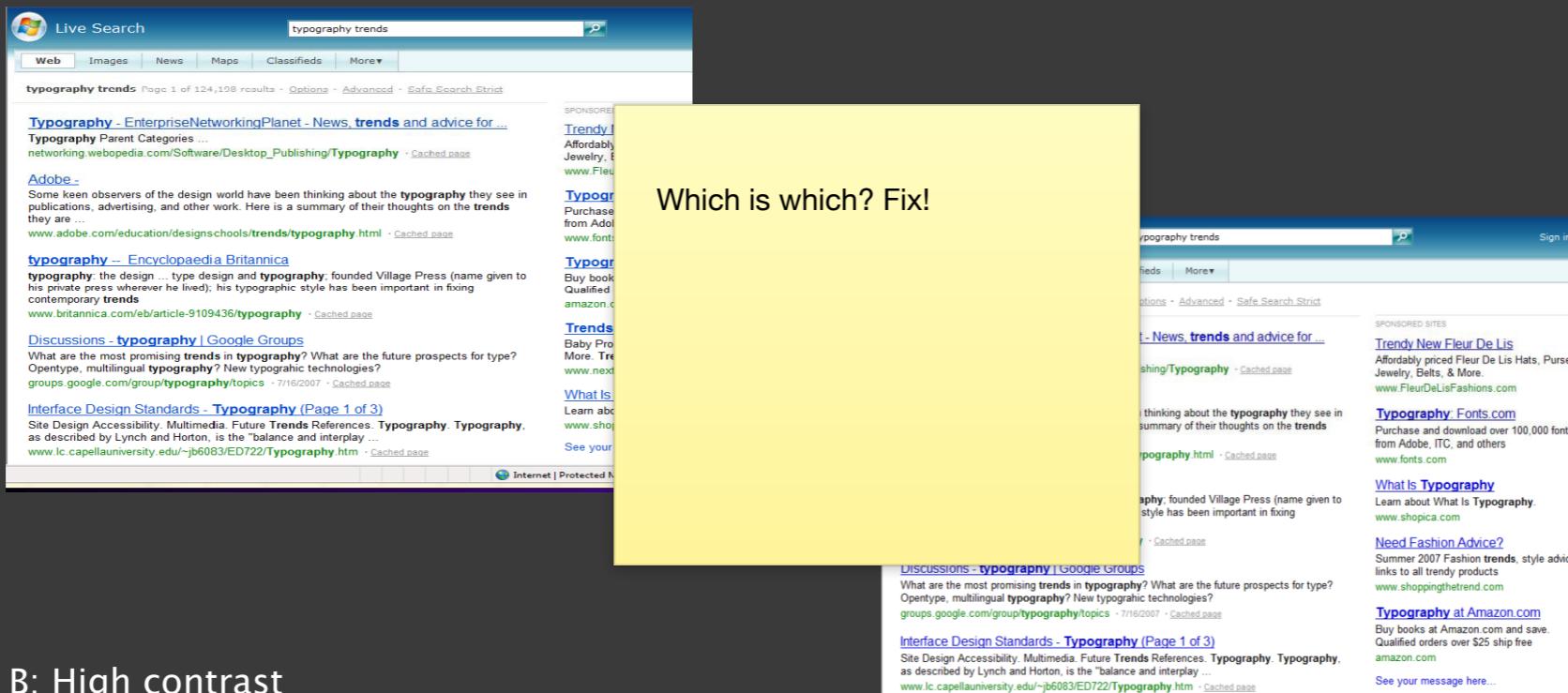
4.70% I'm on Twitter

7.31% Follow me on twitter

10.09% You should follow
me on twitter

12.81% You should follow
me on twitter here

Typography Experiment: Color Contrast on MSN Live Search



B: High contrast

B: Queries/User up 0.9%

Ad clicks/user up 3.1%

Large scale changes design

- Making small but consequential differences detectable.
- Small differences accumulate
- 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?

The image shows two side-by-side screenshots of a shopping cart page from the website Doctor FootCare. Version A is on the left and Version B is on the right. Both versions feature a blue header with the logo 'Doctor FootCare™' and a yellow square containing a blue letter 'A' or 'B'. Below the header is a navigation bar with links: Home, Products, Learn More, Tips, Testimonials, FAQ, About Us, Contact Us, and a phone number 1-866-211-9733. The main content area is titled 'Shop With Confidence' and includes several guarantee statements with checked checkboxes: 'Satisfaction Guaranteed', '30-day, hassle-free Returns', '100% Safe, Secured shopping', and 'We assure your Privacy'. Below this is a section titled '100% Secured Checkout' with a lock icon. It contains a table with columns: Item Name, Item Number, Quantity, Remove, Unit Price, and Subtotal. A single item, 'Trial Kit' with item number 'FFCS', is listed with a quantity of '1'. The unit price is '\$0.00' and the subtotal is '\$0.00'. There is an 'Update' button and a 'Total: \$0.00' button. Below the table is a dropdown menu for 'Select Shipping Method' set to 'Standard (\$5.95)'. At the bottom of this section are 'Continue Shopping' and 'Proceed To Checkout' buttons. Version A also features a 'Shopping Cart' link in the footer. Version B is similar but includes additional red circles highlighting different UI elements: one around the 'Proceed To Checkout' button in the top right, one around the 'Discount' field in the middle right, one around the 'Enter Coupon Code' input field, and one around the 'Recalculate' button at the bottom. Both versions have a footer with links: Home, Products, Learn More, Tips, Testimonials, FAQ, About Us, Contact Us, and Shopping Cart, along with a copyright notice for Doctor Foot Care Inc. and a privacy policy link.

The cost of one extra data field

By Nick Heath, [1 November 2010 16:15](#)

NEWS Online travel firm Expedia has found that data analytics can deliver a multi-million dollar kick to a company's bottom line.

The company used SAS analytics to identify a single change to a web page that generated an overnight surge in sales, Expedia's VP of global analytics and optimisation Joe Megibow told the SAS Premier Business Leadership Series conference in Las Vegas last week.

Expedia analysts realised the site needed to be changed after investigating why many customers who clicked the 'Buy Now' button on the company's site did not complete the transaction.

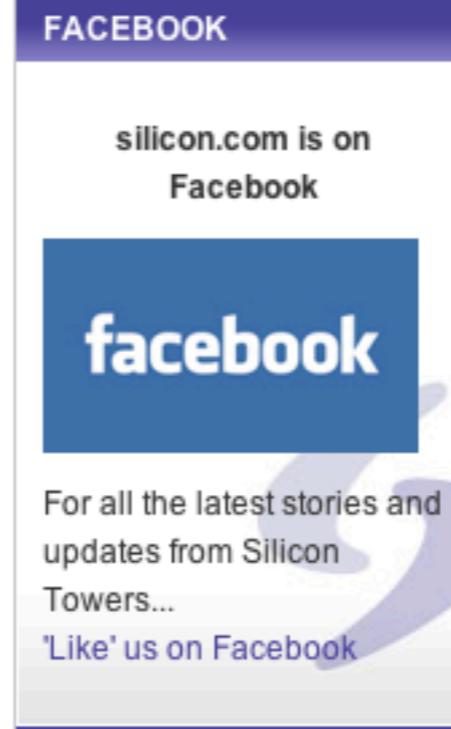
"This is someone who was on our site, found the right location and hotel, put in all their billing and travel information and clicked the 'Buy Now' button," Megibow said.

"As far as leading indicators of purchase intent go, this is as good as it gets and yet we weren't taking the money."

Analysts began examining and correlating information about these failed transactions to identify what traits they had in common.

The answer, it turns out, was quite simple: "We had an optional field on the site under 'Name', which was 'Company'," Megibow said.

"It confused some customers who filled out the 'Company' field with their bank name."



just film scott with t
in the background

Small distractions
like extra fields
can yield big changes

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

Fix layout

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 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

Fix layout

How helpful was this information?
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Not helpful ★★★☆☆ Very helpful

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-

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

B gets more than double the response rate!

Fewer options; custom response

C

Was this information helpful?

How was this information helpful?

What are you trying to do?

How can we make this information more helpful?

The diagram illustrates a user interface flow for a survey. It begins with a general question 'Was this information helpful?' with three response buttons: 'Yes', 'No', and 'I don't know'. Two arrows point downwards from this section to two separate input fields. The first field, 'How was this information helpful?', contains a text input and 'Back/Submit' buttons. The second field, 'What are you trying to do?', also contains a text input and 'Back/Submit' buttons. A final arrow points down to a third input field, 'How can we make this information more helpful?', which includes a text input and 'Back/Submit' buttons. This visual structure guides the user through increasingly specific feedback requests.

Another Feedback Variant

C

Was this information helpful?

Yes No I don't know

How was this information helpful?

What are you trying to do?

How can we make this information more helpful?

Back Submit

Call this variant C. Like B, also two-stage.

Which version has a higher response rate, B or C?

C outperforms B by a factor of 3.5!!

Commitment Escalation

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

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

- **Ramp-up**
 - start an experiment at 0.1%
 - do some simple analyses to make sure no errors are detected
 - ramp up to a larger percentage, and repeat
- **Big differences are easy to detect because they are 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)**

Fix layout. Also, need right link for Kohavi.

Pick the a meaningful
yardstick

Run it for long enough

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

Rules for Random Assignment

- Consistent
- Durable
- Independent

Summary: Challenges & Opportunities

- Larger theories are still hard
- Using multiple methods together helps

Design in the online age

- Designers role shifts to being about creating multiple alternatives
- People are often too sure of themselves
- Rapid experimentation means the first release is (sometimes) less important -- fail fast