

DRILL: A/B Tests

- Does a new supplement help people sleep better?
 - 2 Versions – Control group would get placebo. Test group gets actual supplement. Accompanied with a sleep log, or brought into sleep lab, considering that benefit of removing reporting bias might introduce the impact of not sleeping in own bed.
 - Sample – People who are having problems sleeping, like periodically waking up or fitful sleep
 - Hypothesis – I expect group getting actual supplement will report less sleep
 - Outcome – Test group will report less instances of waking up or less fitful sleep on test scale
 - Other measured variables – Collect information on daily habits (manual labor vs light work) or bedtimes. Secondary outcomes may be higher energy levels during the day, or level of productivity if test subjects belong to same work type group.

- Will new uniforms help a gym's business?
 - 2 Versions - Control group would wear existing uniform. Test group gets new uniform.
 - Sample – control and test groups should come from the same city and be of the same sex. The facility will either have all their employees wear either existing uniforms or new uniforms.
 - Hypothesis – I expect new uniforms will increase the gym's business or increase level of customer satisfaction.
 - Outcome – The outcome of 'helping a gym's business' will be measured by change in revenue related to memberships or the results of satisfaction survey.
 - Other measured variables - Control and test groups should come from the same type of facility, in the same city and employees be

of the same sex. Secondary outcomes of interest may include better rates of employee attendance or employee satisfaction.

- Will a new homepage improve my online exotic pet rental business?
 - 2 Versions - Control group would see existing home page. Test group would see test homepage.
 - Sample – Samples would come from users interacting with homepage that carried through to purchase or not.
 - Hypothesis – I expect that showing viewers new home page will carry more customers through to purchase than those viewing existing homepage.
 - Outcome – The outcome will be measured in change in revenue per user viewing home page.
 - Other measured variables – One way to ensure groups are similar is if users arrive from same ad link. Secondary outcomes could include a change in click-through rate or time spent viewing homepage.
- If I put 'please read' in the email subject will more people read my emails?
 - 2 Versions - Control group would see version of email without 'please read'. Test group would receive version of email with 'please read'. This would be the only difference in email subject line.
 - Sample – Sample groups should be chosen from as similar as a demographic as possible, related to location, age, sex, etc.
 - Hypothesis – I expect more people that receive an email with 'please read' in the email subject will read the email compared to those who receive emails without 'please read' in the subject line.
 - Outcome – The key metric will be the open rate.

- Other measured variables - If existing customers can be targeted, they should, assuming customer demographic information has been collected. Secondary outcomes could include increased purchase rate if email includes product ad or increased response rate if email includes call to action.