

EXPERIMENTS

Scott Klemmer and Michael Bernstein

“Do You Like My Interface?”

“How much do you like
my interface?”

“This is a useful
interface: agree/disagree”

Please the Experimenter Bias

However:
Watching people fail to use your design
is one of the most effective learning
tools anywhere.

Today: measuring success offline and online

- Variables, validity
- Randomization
- Usability testing
- Online A/B testing

Getting beyond “*do you like my interface?*”

- What’s the comparison?
- What’s the yardstick?

Getting beyond “do you *like* my interface?”

- **Baserates:** How often does Y occur?
- Requires measuring Y.

Getting beyond “do you *like* my interface?”

- **Baserates:** How often does Y occur?
 - Requires measuring Y.
- **Correlations:** Do X and Y co-vary?
 - Requires measuring X and Y.

Getting beyond “do you like my interface?”

- Baserates: How often does Y occur?
 - Requires measuring Y.
- Correlations: Do X and Y co-vary?
 - Requires measuring X and Y.
- Causes: Does X cause Y?
 - Requires measuring X and Y, and manipulating X.
 - Also requires somehow accounting for the effects of other independent variables (confounds)!

Let's introduce a few terms...

manipulations

Independent Variables

measures

Dependent Variables

precision

Internal Validity

generalizability

External Validity

A Not-Very-Useful iPhone Keyboard Study

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SLASHDOT IT DIGG THIS DEL.ICIO.US NEWSVINE



Research firm User Centric has [released a study](#) that tries to gauge how effective the iPhone's unusual on-screen keyboard is. The goal is certainly a noble one, but I can't say that the survey's approach results in data that makes much sense.

User Centric brought in twenty owners of other phones--half who had ones with QWERTY keyboards, and half who had ordinary numeric phone keypads. None were familiar with the iPhone. The research involved having the test subjects enter six sample text messages with the phones they already had, and six with an iPhone.

Logical end result: These iPhone newbies took twice as long to enter text with an iPhone as they did with their own phones, and made lots more typos.

Benefits and Drawbacks?

The screenshot shows a news article from the User Centric website. The article title is "QWERTY texters demonstrated drop in efficiency when texting on iPhone". It was published on August 15, 2007. The article discusses a study where participants used both conventional phones and iPhones for text messaging. The study found that QWERTY texters were less efficient on the iPhone due to the different input method. The article also mentions the "Handbook of Global User Research" book.

News & Resources

- Overview
- User Centric News
- Publications
- Webinars
- Resources
- Glossary
- Handbook of Global User Research
- Newsletter
- Usability Tips
- UX Masterclass

Blog

August 15, 2007

Related Services: Mobile Device Usability Testing

In late July, Chicago-based usability consultancy User Centric, Inc. tested the iPhone's touch keyboard in comparison with conventional QWERTY and numeric phone keyboards. In an [earlier baseline study](#), User Centric had identified texting as potentially problematic for new iPhone customers. The goal of the current study was to determine how easy it was for conventional mobile phone users to text using the iPhone.

Participants Texted using Both Conventional Phones and iPhones

A total of 20 participants were brought in for one-on-one usability sessions with a moderator. All sent text messages at least 15 times per week. Ten of the participants owned a phone with a QWERTY keypad, and ten of the participants owned a phone with a numeric keypad. Those who owned a numeric keypad used the "multitap" method of entering text messages rather than predictive text. To multitap, a user must press a particular key on the numeric keypad multiple times to get the desired character to appear.

During each session, participants were required to use their own phones. In addition, they were provided with an iPhone for use during the study. None of the participants were iPhone owners, and all participants were compensated for their time.

Standardized Messages Were Provided for Texting

Every participant entered six messages using their own phone and six messages on the iPhone. In their sessions, participants were asked to

We believe experiences matter.™

English ▾

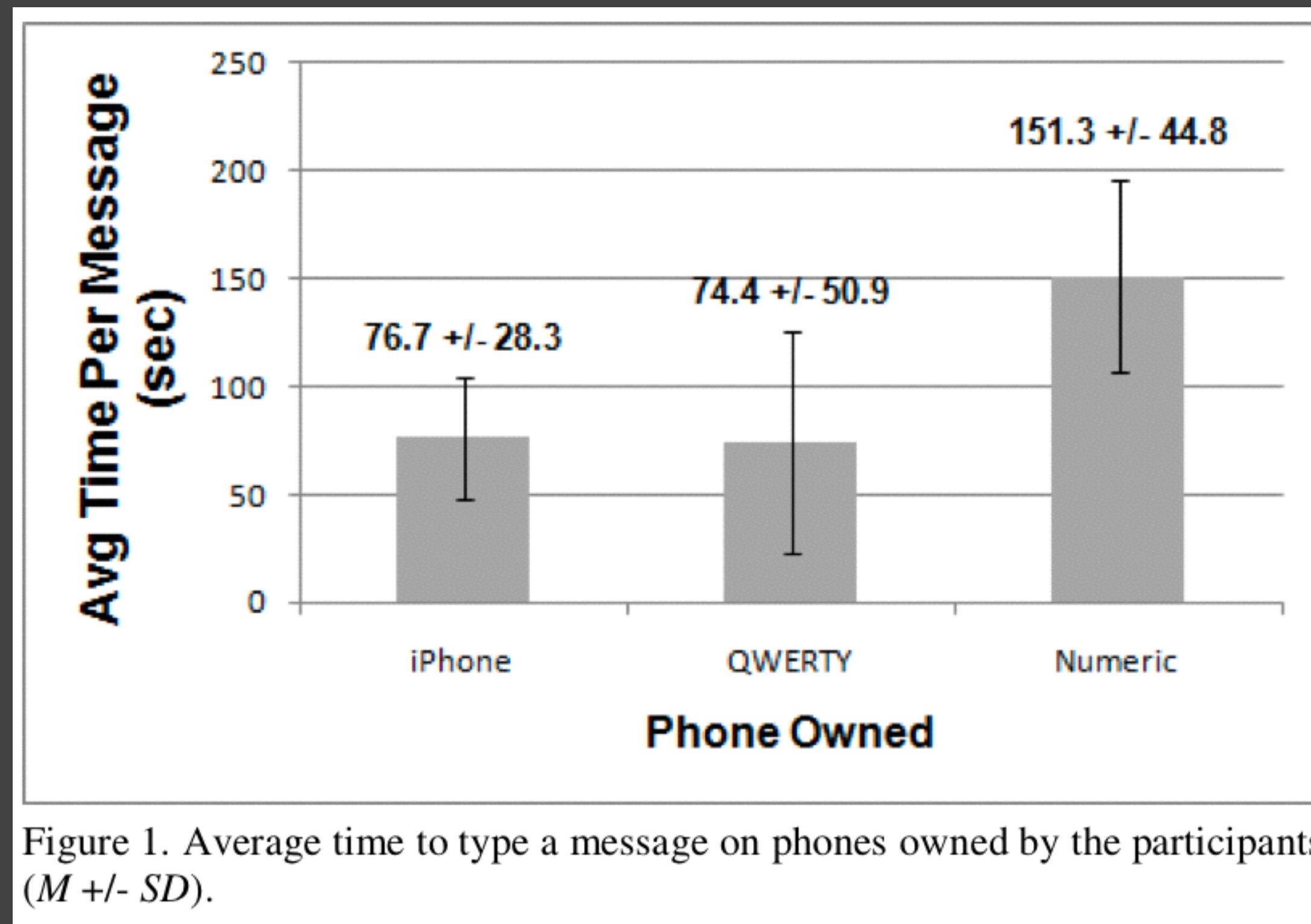
News & Resources Contact Us

The image shows the front cover of the book "Handbook of Global User Research" by Steve Krug. The cover is white with a red band across the middle containing the title. Below the title, there are small images of various documents and charts.

The [Handbook of Global User Research](#) collects insight from user experience professionals in over 20 countries. This book is a must-read for professionals working on global research projects. [More Info](#)

- Manipulation: Input Style
- Measure: Words per minute
- External validity: not so much

A better version: actual users



- Manipulation: Input Style
- Measure: Words per minute
- ...and error rate

iPhone & Qwerty users similar speed, but

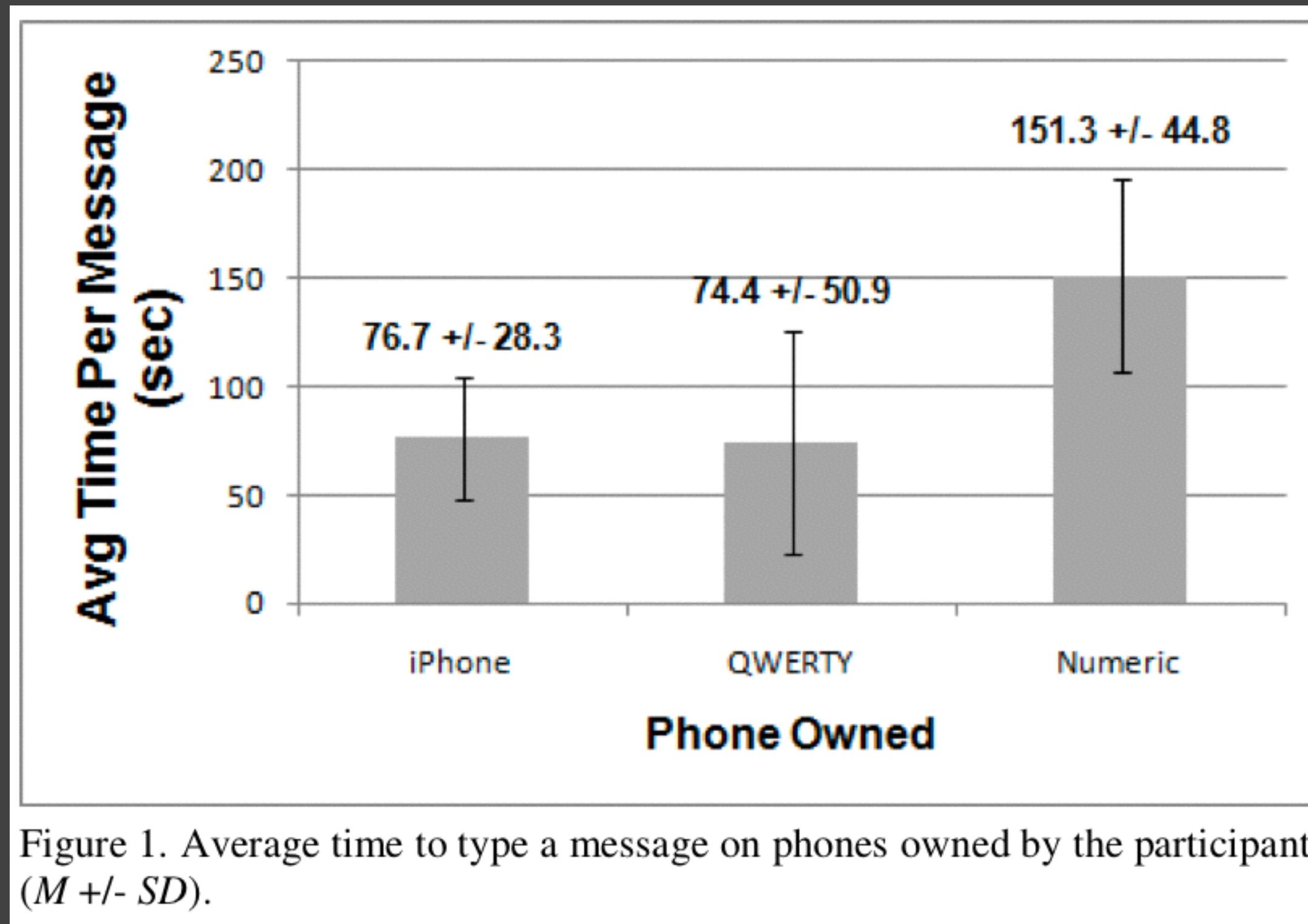


Figure 1. Average time to type a message on phones owned by the participants ($M +/− SD$).

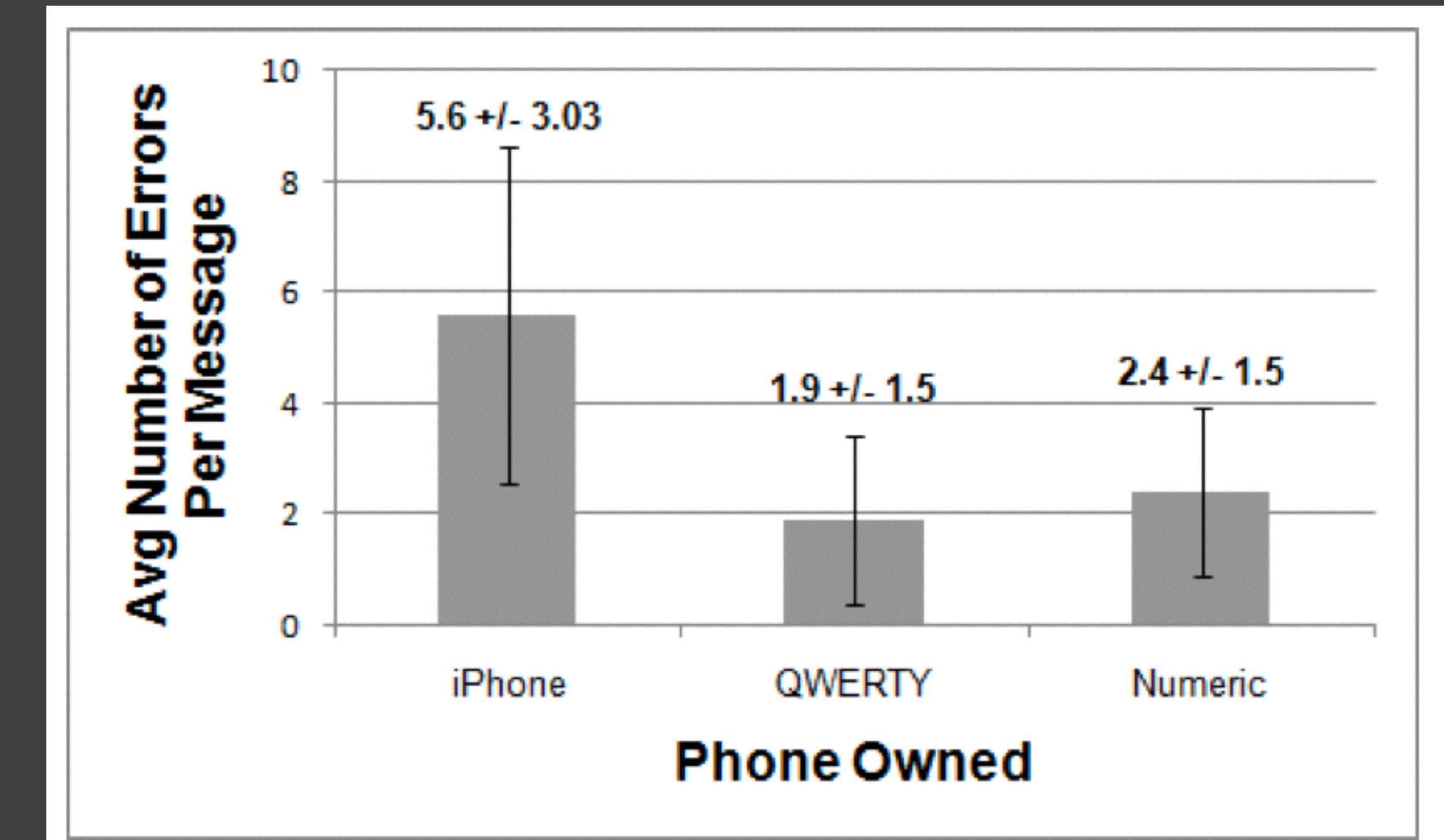


Figure 2. Average number of total errors per message made by participants using their own phones ($M +/− SD$).

Strategies for fairer comparisons

- Insert your new approach into the production setting
- Recreate the production approach in your new setting
- Scale things down so you're just looking at a piece of a larger system
- When expertise is relevant, train people up

I) Experimental Design

Controlled comparison enables causal inference.

Between vs. within subjects designs
Randomization

Should every participant use
every alternative?

Which professor style is more effective?



What are the measures?

- Faster?
- Better test scores?
- Fatigue?
- Attention focused on lecture?
- End-of-class evaluations?

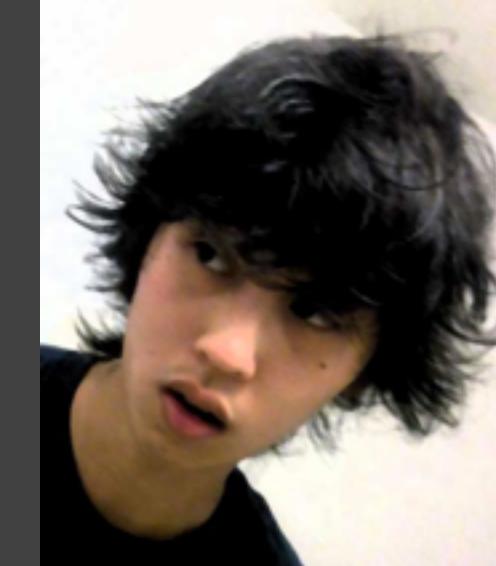
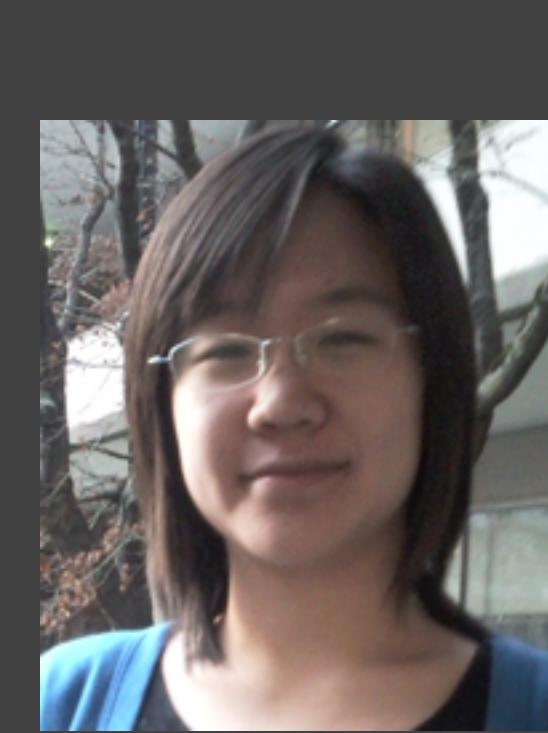
- Manipulation: Professor style
- Measure: Test scores, end-of-class evaluations

Between subjects design

Half the participants see one version

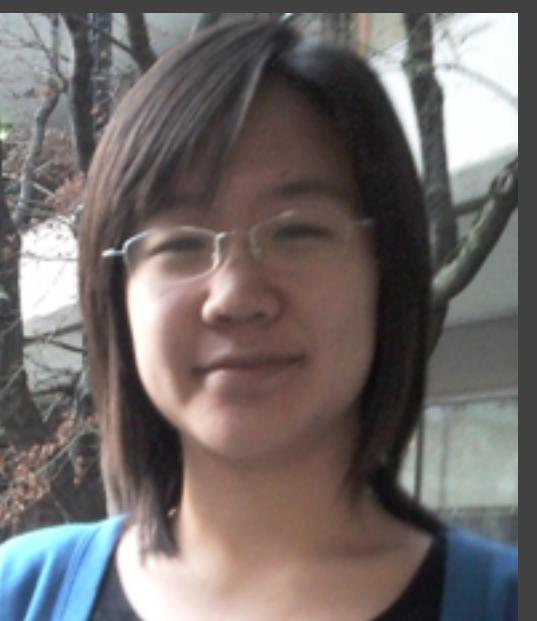


The other half see the other



Within subjects design

Everyone uses both versions



How Can We Address Ordering Effects?



How about individual differences?

Randomization washes them out.

What about for Three or More Alternatives?

Latin Square

	1		2		3
	2		3		1
	3		1		2

What happens if we
don't randomize?

Self-selection effects

- Typing in the morning versus the afternoon

Learning effects

- Showing alternatives in sequence

At a high level:
Should every participant use every alternative?

Two Major Strategies

- **Within-subjects:** everyone tries all the options. Good when you're not worried about learning/practice/exposure issues (that trying one version will 'pollute' the date from another version)
- **Between-participants:** each person tries one. Requires more people, and more attention to fair assignment. Has the benefit that each participant is uncorrupted (at least by the study...)

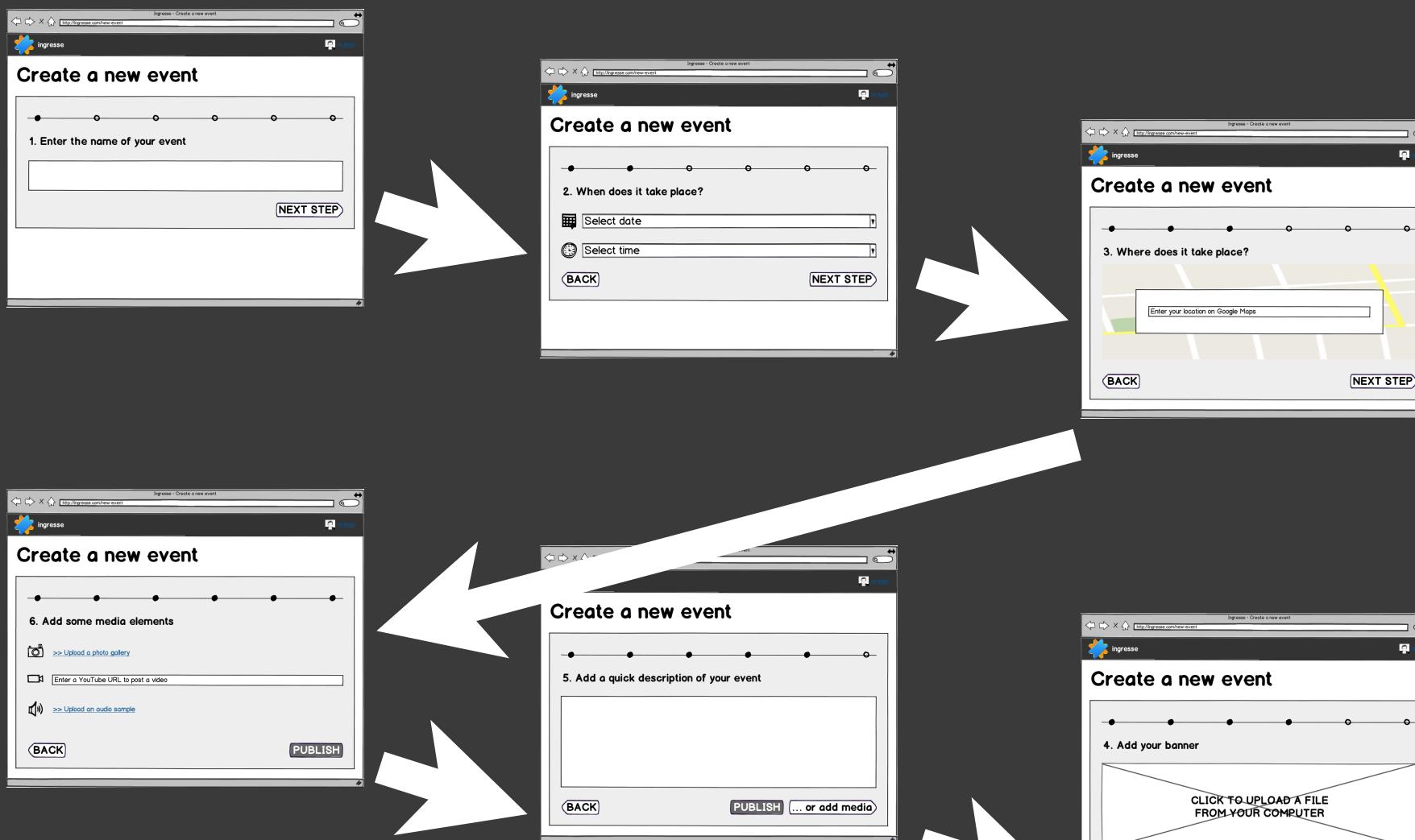
2) In-person experiments

Set a clear, focused goal

- Scope: make a meeting room booking system for Gates.
- Purpose: create a system that encourages people to not overbook the length of time they need
- Hypothesis: splitting the booking process over several screens will encourage more thought and people will book better

The screenshot shows a web-based application for creating a new event. At the top, there's a header with the Ingress logo and a user profile. Below the header, there's a large input field labeled "Enter the title of your event". To the right, there's a "Ticket booth" section containing fields for "Ticket name", "Number", "Price" (with a "Free" checkbox), and "Tax". Further down, there's a "Description" section with a "Upload a banner" button, a date and time selector (set to 06/21/2012 at 9:00 pm), and a text area for "Type the description of your event". A yellow arrow points from the "Description" area to a "Type the location of your event" field below it. At the bottom, there are three buttons: "SAVE", "PREVIEW", and "PUBLISH".

VS.

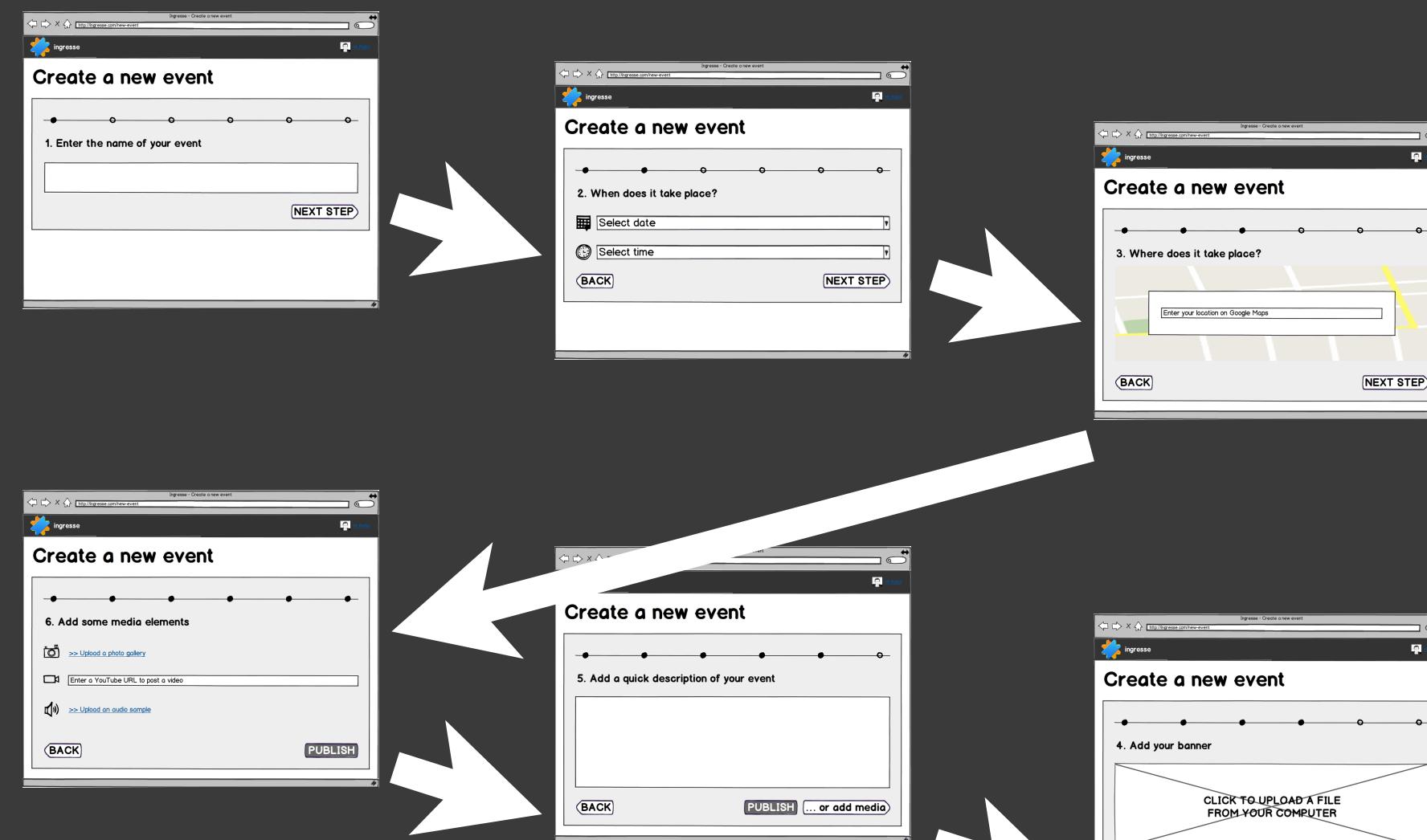


Recruit to match that goal

- Schedule and location: next week, Stanford Gates building
- Participants: 12 people (4 students, 4 office administrators, 4 professors)

The screenshot shows the 'Ingressse - Create a new event' interface. At the top, there's a header with the Ingressse logo and a 'hi Robi' greeting. Below the header, there's a large input field labeled 'Enter the title of your event'. To the right of this, there's a 'Ticket booth' section containing a summary table and fields for ticket name, number, price, and tax. Further down, there's a 'Description' section with a date and time selector (06/21/2012 at 9:00 pm), a text area for event description, and a map with a location pin. At the bottom, there are 'SAVE', 'PREVIEW', and 'PUBLISH' buttons.

VS.



Create concrete tasks

“Book a room sometime next week for a research group meeting. Andrew will be out of town, so we won’t hear his weekly update. The rest of us should be present and give our updates. Besides the usual group members, we’ll have two visitors from France who will present their research-- maybe they’ll take 10 minutes each.

When you’re done booking the room, tell Arvind so he can prepare the next task for you.”

“We are testing our design:
we are not testing you.”

Experimental Details

- Task ordering
 - Start simple, then build up to complex tasks
- Training: is this a walk-up-and-use system? Or will real users receive training?
- What if someone doesn't finish?

Always pilot your study before launching

- A pilot study is a practice run before the experiment
 - Pilots = low-cost prototypes of experimental design
 - Even if you are running behind schedule, do a pilot study
- Why pilot?
 - Debug study protocols
 - Catch errors early so they don't mess up your results
- Run two pilots
 - First: friends+colleagues
 - Second: real users

Options for capturing results

- Bring a notebook for freeform feedback
- Instrumented software
- Video recording
- Screen recording

Think Aloud protocol

- Need to know what users are thinking, not just what they are doing
- Ask users to talk while performing tasks
 - tell us what they are thinking
 - tell us what they are trying to do
 - tell us questions that arise as they work
 - tell us things they read
- Prompt the user to keep talking:
 - “Tell me what you are thinking”
- Make a recording or take good notes
 - make sure you can tell what they were doing

3) Online field experiments

Relative merits: online vs. in-person

Offline: deep understanding

Online: scale and resolution

NATIONAL ALERT REGISTRY

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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:

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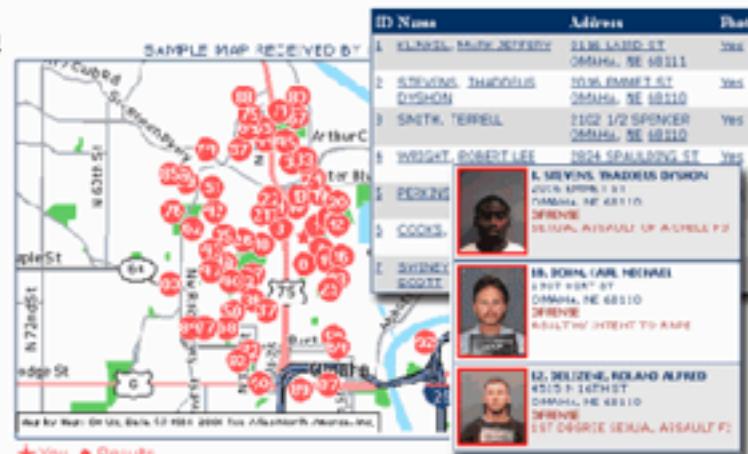
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There are currently 32 Registered Sex Offenders located in your zip code			

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.

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Card # on Back of Card: [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." Jolene 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



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Your Neighborhood Report

We will use your address to create a custom report

Email: [REDACTED] (Only 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]

Select your billing preference:

Single "Predator Report" one time charge of **\$10.00**
 Upgrade my registration to "**Red Alert**."
 Only \$4.95/month more.

Red Alert includes:

- Automatically Updated Predator Reports - Your map is updated daily when new information is available.
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- Email alerts when our nation-wide database has been updated.

Credit Card Number: [REDACTED] 
 Credit Card Exp. Date: Month [REDACTED] / Year [REDACTED]
 Security Code: [REDACTED] [What is this?](#)

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Sample Report

SAMPLE MAP RECEIVED BY [REDACTED]

ID Name	Address	Phone
1. EMMETT MARK REEDER	104 LAND ST, CEDAR, NE 68338	308
2. DUSTIN JAMES LEE	1016 JAMES LEE DR, CEDAR, NE 68338	308
3. SMITH, KIRKELL	1422 1/2 SPENCER, CEDAR, NE 68338	308
4. WILSON, ROBERT	1011 1/2 SPENCER, CEDAR, NE 68338	308
5. PENNO	1011 1/2 SPENCER, CEDAR, NE 68338	308
6. COOKS	1011 1/2 SPENCER, CEDAR, NE 68338	308
7. JOHN, JAMIE NEIL	1011 1/2 SPENCER, CEDAR, NE 68338	308
8. MELVIN, RONALD ALFRED	1011 1/2 SPENCER, CEDAR, NE 68338	308

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Email:	(Email address used for RED ALERT Notifications)
First Name:	
Last Name:	
Address 1:	
Address 2:	
City:	
State:	Select
Zip:	32225
Country:	United States
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:	
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3 or 4 Digit Code After Card # on Back of Card:	

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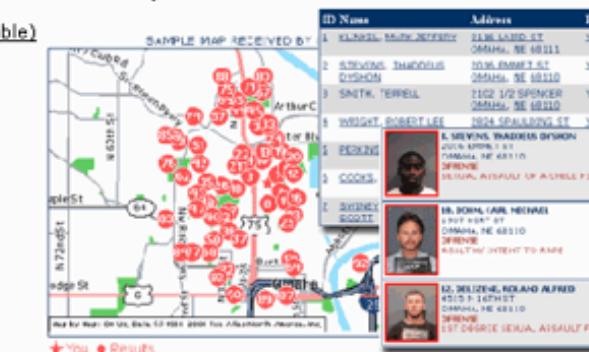
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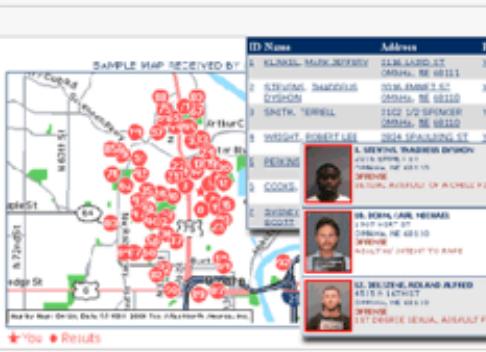
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A/B/C Split Test

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

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Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	Select <input type="button" value="Select"/>
Zip:	<input type="text" value="32225"/>
Country:	United States <input type="button" value="Select"/>
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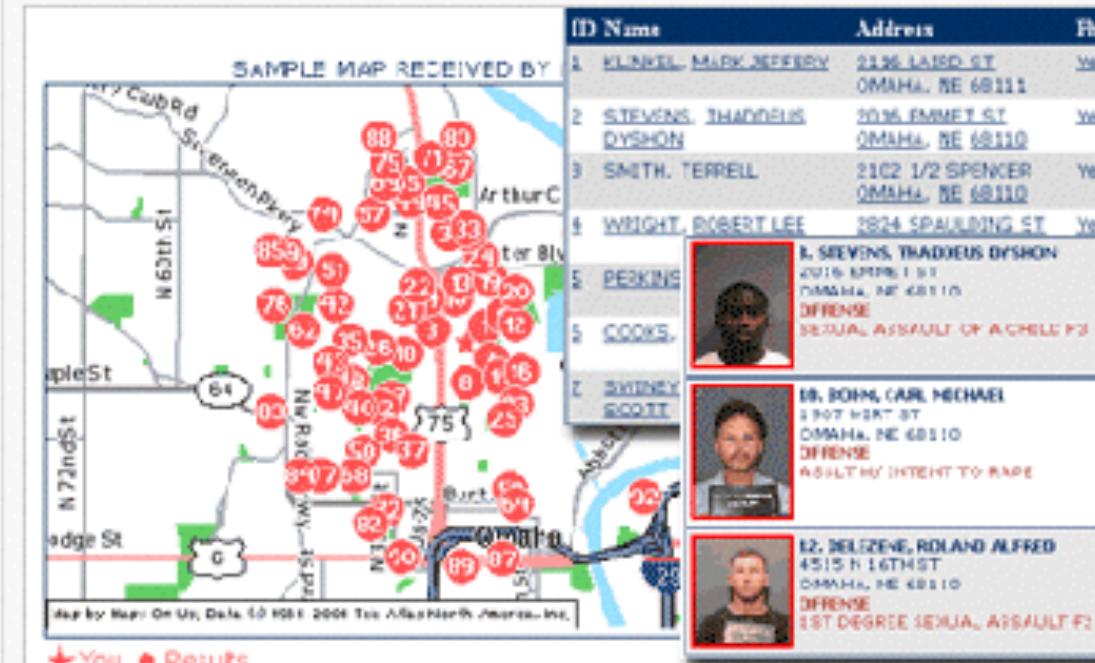
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Optional **Red Alert** Program includes:

NATIONAL ALERT REGISTRY

Be Aware • Be Alert • Be Safe

Search Results for Zip Code 32225

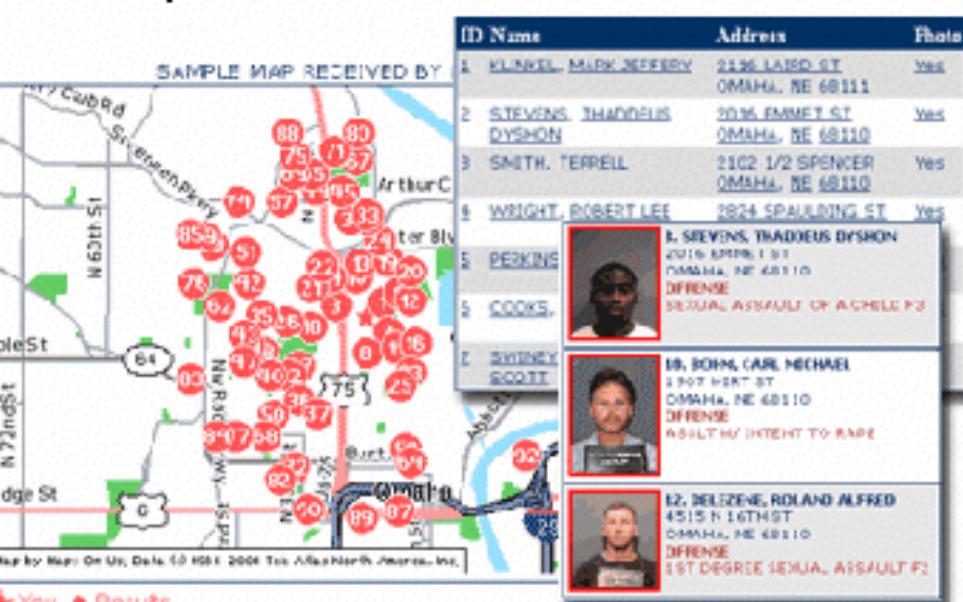
Search Initiated:	8/2/2005	Time:	12:11 P.M.
Search Location:	State: FL	City: JACKSONVILLE, JAX	Zip: 32225
There are currently 32 Registered Sex Offenders located in your zip code			

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



[See the entire sample Report!](#)

You can purchase your complete Predator Report and **access this vital information today**. For just \$10.00 we will create a custom report using your address.

Email:	<input type="text"/>
(Email address used for RED ALERT Notifications)	
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="select" value="Select"/>
Zip:	<input type="text" value="32225"/>
Country:	<input type="select" value="United States"/>
Phone:	<input type="text"/>

Billing Information

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

- 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:

Credit Card Exp. Date: /

3 or 4 Digit Code After:



"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." Jolene 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



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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EDUCATORS CORNER
Entrepreneurship Education Resources

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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.



[Negotiating with Customers and Clients](#)

[Stan Christensen | Dan Springer](#)

2 min. 1 sec.



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

[Marissa Mayer](#)

2 min. 2 sec.



[Taking Risks](#)

[Vinod Khosla](#)

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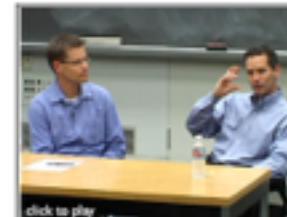
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Video: [Negotiating with Customers and Clients](#)

[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.

New Podcasts

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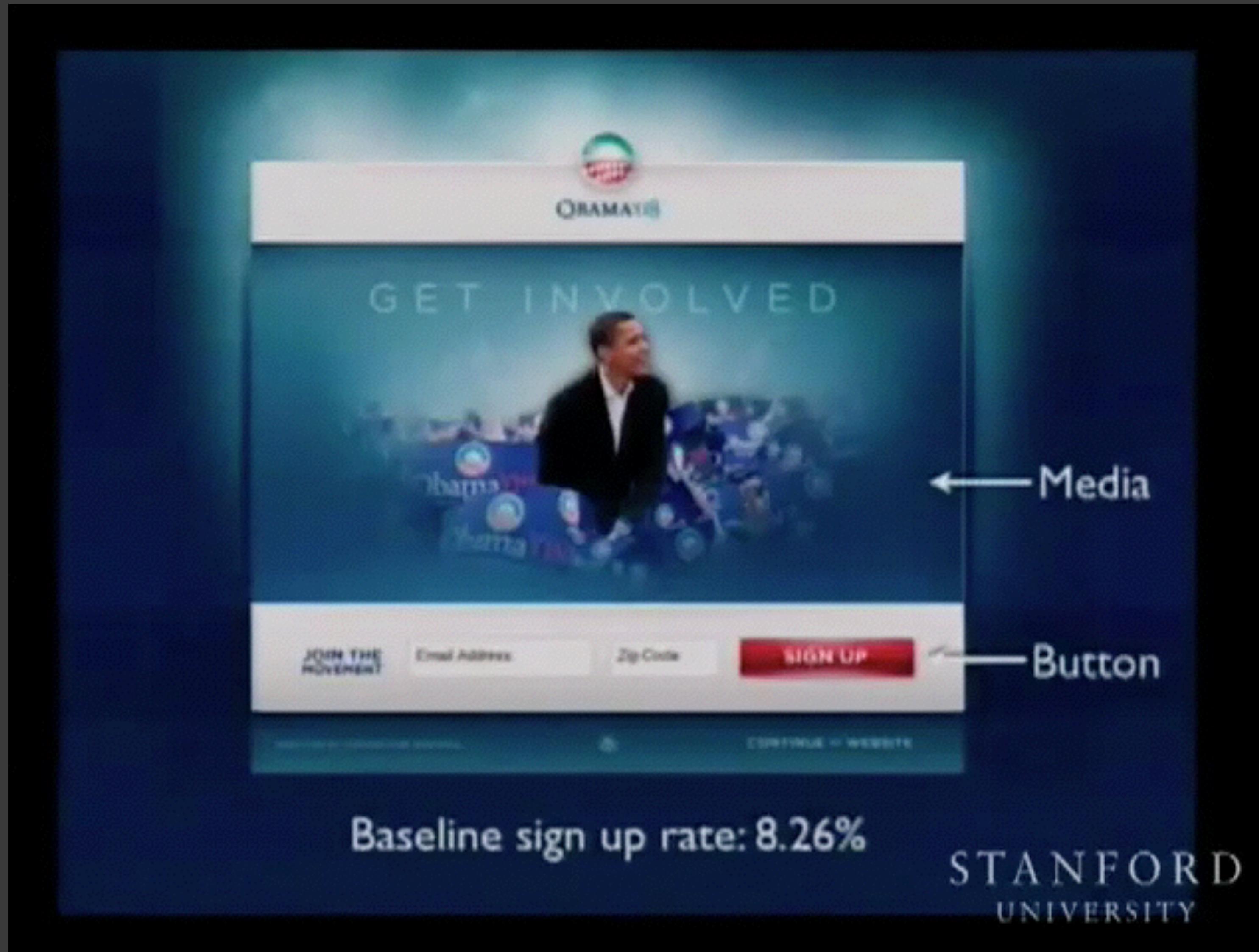
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Results

- 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



Which do you think did 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

Which got the most clickthroughs?

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

Which got the most clickthroughs?

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

This screenshot shows the MSN Live Search interface with a light blue header and white text. The search query 'typography trends' is entered in the search bar. Below the header, there are tabs for Web, Images, News, Maps, Classifieds, and More. The main content area displays search results for 'typography trends'. The results include links to EnterpriseNetworkingPlanet, networking.webopedia.com, Adobe, Encyclopaedia Britannica, Google Groups discussions, and Interface Design Standards. A sidebar on the right lists 'SPONSORED SITES' such as Trendy New Fleur De Lis, Typography at Amazon, Trends - Cheap P, What Is Typography, and Interface Design Standards.

A: Softer colors

This screenshot shows the same MSN Live Search interface, but with a high-contrast color scheme where most text is black on a white background. The search results and sidebar content are identical to the first screenshot, but the visual style is much darker.

B: High contrast

Queries/User up 0.9%
Ad clicks/user up 3.1%

Large scale changes design

- Making small but consequential differences detectable.
- Small differences accumulate
- Watch out for spurious results: do you trust your measurements?

Unexpected changes in a checkout page

- Which version produces more purchases?

A

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Update Total: \$0.00

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Continue Shopping **» Proceed To Checkout**

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B

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Trial Kit	FFCS	1		\$0.00	\$0.00

Discount \$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Recalculate Continue Shopping **» Proceed To Checkout**

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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.

FACEBOOK

silicon.com is on
Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

For all the latest stories and
updates from Silicon
Towers...

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Small distractions
such as extra fields
can yield big changes

Small changes have positive impact, too

Version 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

Version 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

2x the response rate of Version A

Fewer options; custom response

Version C

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?

The diagram illustrates the user flow for Version C. It starts with a general question "Was this information helpful?" with three response options: "Yes", "No", and "I don't know". Arrows point from each of these options to specific feedback sections. The "Yes" option leads to a section asking "How was this information helpful?", which includes a text input field and "Back" and "Submit" buttons. The "No" option leads to a section asking "What are you trying to do?", also with a text input field and "Back" and "Submit" buttons. The "I don't know" option leads to a section asking "How can we make this information more helpful?", again with a text input field and "Back" and "Submit" buttons.

3.5x the response rate of Version B!

Why?

- Commitment escalation: if they agree to do a little bit, then add more later, they're much more likely to do it than if you ask for everything up front

The big picture: continuous iteration

- Iterative design plus controlled experimentation are a formidable combination for quickly improving your design

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