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Status Quo, 9am

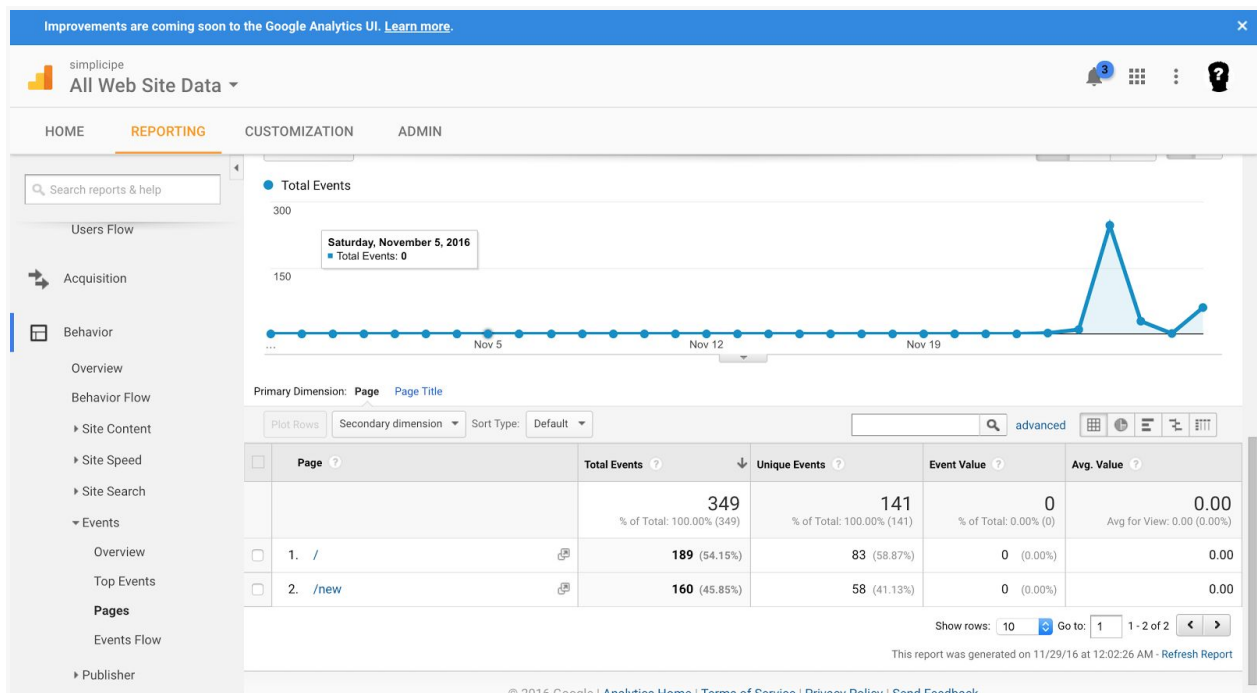
11/18/16

A8 - A/B Testing and Finalize

Links

- Site Link: simplicipe.herokuapp.com
- GitHub: <https://github.com/maplebk/Simplicity>

A/B Test Results and Analysis



Search reports & help

Overview

Behavior Flow

▸ Site Content

▸ Site Speed

▸ Site Search

▾ Events

Overview

Top Events

Pages

Events Flow

▸ Publisher

Experiments

In-Page Analytics

● Original ● Variant 1

100.00%

0.00%

... Nov 25 Nov 26 Nov 27 Nov 28

Primary Dimension: Variant

Plot Rows

Variant	Experiment Sessions	Goal Conversion Rate	change_recipe (Goal 1 Conversion Rate)
<input checked="" type="checkbox"/> ● Original	91	0.00%	0.00%
<input checked="" type="checkbox"/> ● Variant 1	64	0.00%	0.00%

Show rows: 10 Go to: 1 1 - 2 of 2

Observed Results

	Original	New	Total
Clicked	78	57	135
			+
Not Clicked	13	3	16
			<hr/>
<u>Total</u>	91	+ 60	151

Results if Null Hypothesis were true

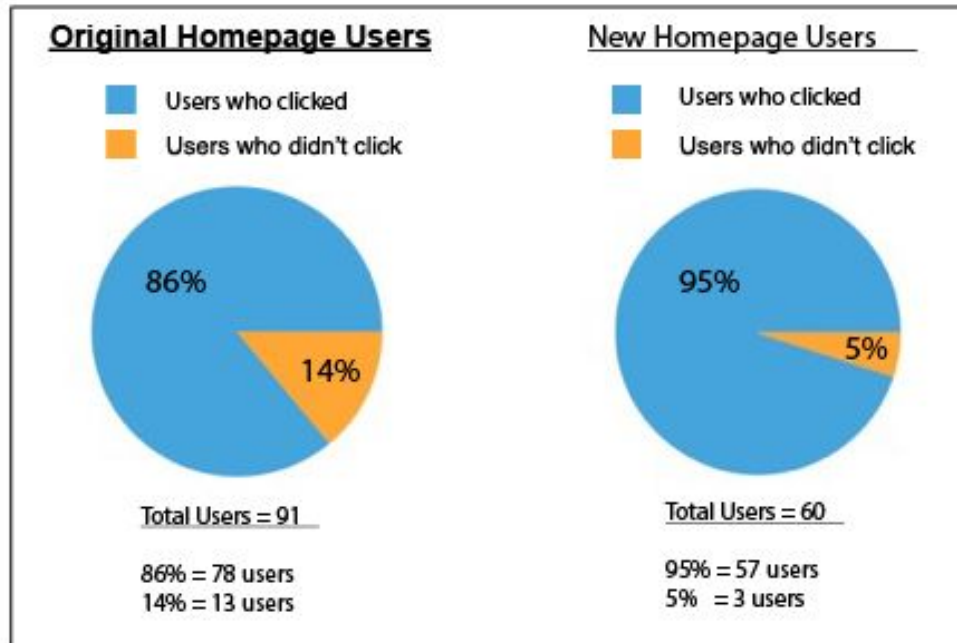
	Original	New	Total
Clicked	$\left(\frac{135}{151}\right) \times 91 = 81.36$	$\left(\frac{135}{151}\right) \times 60 = 53.64$	
Not Clicked	$\left(\frac{16}{151}\right) \times 91 = 9.64$	$\left(\frac{16}{151}\right) \times 60 = 6.36$	

$$\begin{aligned}
 \text{Chi-Squared Value} &= \frac{(78 - 81.36)^2}{81.36} + \frac{(57 - 53.64)^2}{53.64} + \frac{(13 - 9.642)^2}{9.642} \\
 &\quad + \frac{(3 - 6.36)^2}{6.36} = .139 + .210 + 1.169 \\
 &\quad \quad \quad + 1.775 \\
 &= 3.293
 \end{aligned}$$

Chi-Squared Value = 3.293

Chi-Squared Test Analysis

Data Collected



Summary of Findings

We tested whether a change in the design of our button for submitting recipes would result in more users clicking the submit recipe button. The null hypothesis is that the change in design will result in no significant change in users clicking the submit recipe button. Our test resulted in a chi-squared value of 3.29 which corresponds to a p-value less than .10 but greater than .05. We, thus, cannot make solid conclusions that the null-hypothesis is false, so we should continue to run the test to acquire a larger sample size. Since our results were very close to being significant, we concluded that the design change to the button did make users more likely to explore the create recipe page, so we decided to change the submit recipe button to the new design. As we changed both the phrase on the button and the colors of the button, we would like to run future tests that analyze the effects of just the change in phrase as well as just the change in colors.

List of Revisions

- Motivated from A/B Testing
 - Changed original submit recipe button to newly designed submit recipe button
- Revisions we believe should be made but not discovered through A/B testing
 - Implement a fade-away effect for the filter menu (currently it disappears very abruptly)
 - Divide the submit recipe page into multiple pages, each containing its own list of inputs, so that the user is not overwhelmed with the amount of information he will have to input
 - Add the ability to enlarge images and upload multiple photos

Branding

- Simplicipe
 - Combines the words “Simplicity” and “Recipe” which we hope to demonstrate through the sorting of recipes into a simple-to-complicated order. This allows users to cook at their own level of experience. We believe that this name is *tasteful* and applies to the interests of our target audience.

Presentation Video

- Link: <https://youtu.be/BvoZwd4neZA>