

2022 – Avatar Image A/B test

PIC: User

A. Hypothesis

Problem

(What problem are you trying to solve with this experiment?)

- Does uploading specific picture attract attention?
- ...

Proposed change

(Describe a change you'd like to test to solve the problem)

- Upload Pic A
- Upload Pic B

Result and success metrics

(What is the hypothesized result? How are you going to measure it?)

- If $A=B$, and results same
- If $A>B$ or $B>A$, results different

B. Experiment Setup

Location

(Where will this experiment be set up?)

- Website User Profile

Audiences

(Will all visitors / users be able to view the experiment?)

- Both visitors and users

Tracking

(What are the metrics that you will measure? How do they give you insights?)

- No of clicks

C. Variations Design

Variations

(Explain each variation, give it a unique name to be easily referenced)

- Variation 1
- Variation 2

D. Result & Learnings

Not used