2022 – Avatar Image A/B test

PIC: User

## 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

## 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

## Variations Design

### Variations

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

* Variation 1
* Variation 2

## Result & Learnings

Not used