A/B Testing

USER TESTING

A/B testing is a user-experience research methodology. A/B tests consist in experiment two variants A and B. In the design process it is a simple way to compare and test two different variants of the same interface, product or service, observing the users answers to that variants. It is a methodology useful to take decisions based on evidence and data collected from the users

WHY plan your user testing

Manage your tasks in the timeframe you have.
Organise the activities before start. Every team member might be have specific tasks and goals

WHAT planning

There are several tools you can use for user testing. Thanks to the A/B method you can plan in advance the process of testing with your teammates

HOW team management

Consider personal attitudes, competences and ability to better set up the plan for your team

WHO
WHAT
WHERE
WHEN
HOW
WHY

PHASE

Define how many user testing in which phase / phases of the design process

GOALS

Define aims for each user testing

EVALUATION

Method and metrics