**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**  storyboard

Use the storyboard to define the moments of interactions with your users.
How many relevant moments in the testing defining:
- touchpoints
- actions
- 

**HOW**  team management

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

**WHO**
**WHAT**
**WHERE**
**WHEN**
**HOW**
**WHY**

# GENERATE HYPOTESIS

**STEP 1**

## ENGAGEMENT

**STEP 2**

## PREPARATION

**STEP 3**

## INTRODUCTION

**STEP 4**

## TESTING

**STEP 5**

## ANALYSIS

**STEP 6**

## IMPLEMENTATION