

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

CREATE VARIATIONS

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 design

Design the specifications of the model / mock-up / prototype you want to test with your users. Define the two variants A and B you want to use during the test. If you plan to have more than 1 user testing define the two variants for each session.

HOW team management

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

- WHO
- WHAT
- WHERE
- WHEN
- HOW
- WHY

PROTOTYPE 1

PROTOTYPE 2