

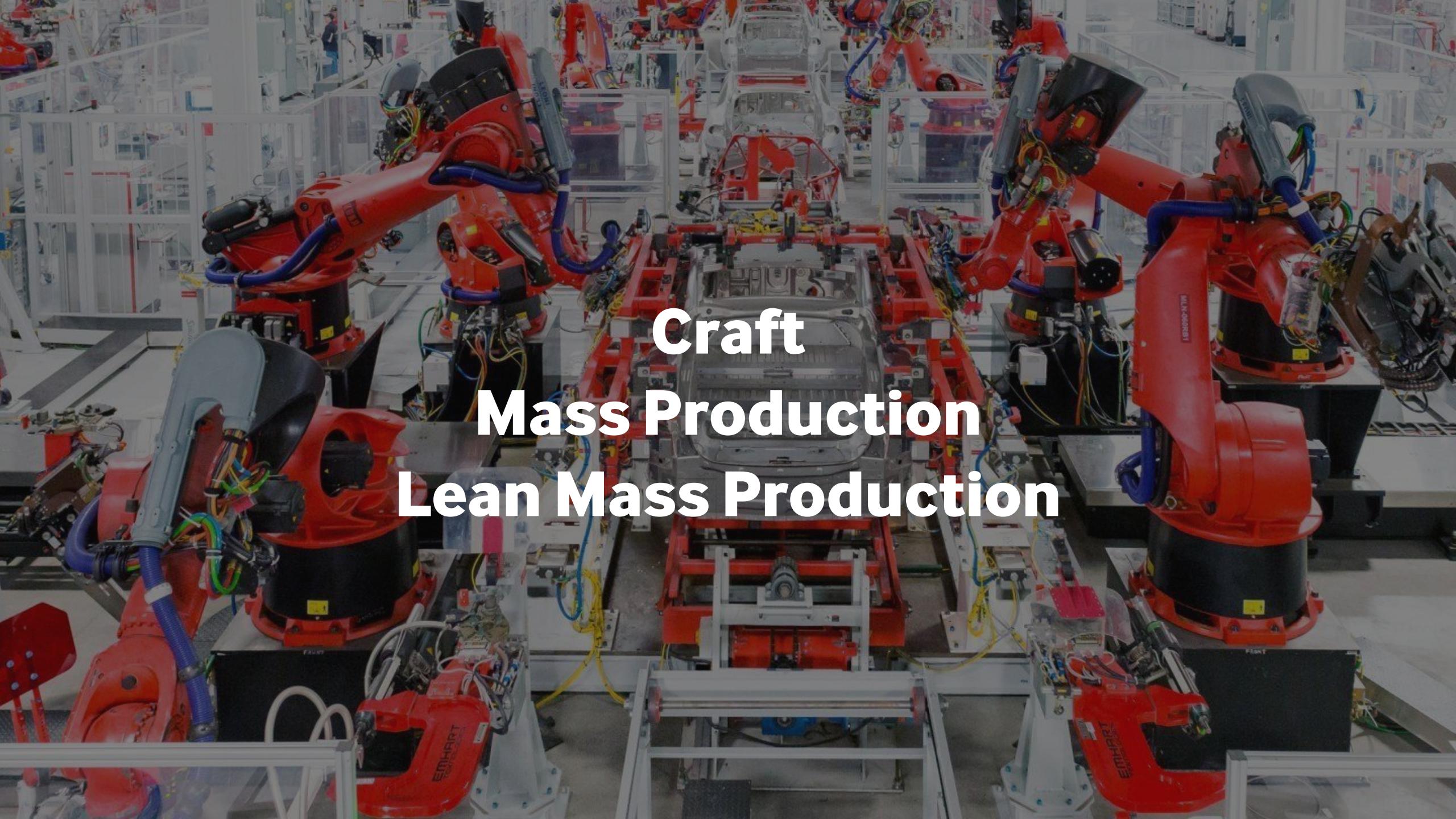
# **HOW BETWAY TESTS IN PRODUCTION**

# **Disclaimer**



**TEST IN PRODUCTION**

**WHAT COULD GO WRONG**

A photograph of a modern automobile assembly line. Several bright red KUKA brand industrial robots are positioned at workstations, their articulated arms reaching over the skeletal frames of cars. The robots are connected to complex networks of blue and black hoses and electrical wiring. The background shows the intricate metal structures of the car bodies and the clean, organized environment of a high-tech manufacturing facility.

# Craft Mass Production

# Lean Mass Production

# The Scientific Method



The SpaceX logo is centered over the image. It features the word "SPACEX" in a bold, blue, sans-serif font. A white curved swoosh graphic extends from the top of the letter "X" towards the right side of the image, partially overlapping the second rocket.

C:\hello\_world\_project>\_

# Hypothesis Driven Biogeophysics

at Betway

# **Business Hypothesis**

Validation of an idea

# A/B Tests

Create Hypothesis

Split traffic between variations

Log everything

Analyse

Validate hypothesis

# A/B Tests

The image shows two versions of a Betway landing page side-by-side, labeled 1 and 2, illustrating an A/B test. Both pages have a dark background with white text and features.

**Header:** The top navigation bar includes links for sports, in-play, casino, live casino, esports, vegas, blog, and plus. The "sports" link is highlighted with a red box in version 2.

**Top Right:** A login form with fields for Username and Password, a "Register" button (highlighted with a red box in version 1), and a "Forgot Password?" link.

**Left Side (Version 2):**

- New Customer Offer - Option 1:** Text: "Get up to £30 in Free Bets".
- Call-to-action:** A green "Join Now" button (highlighted with a red box).
- Image:** A man with a mustache wearing a green headband that says "THE HUNCH" and a suit, sitting in a red armchair.
- Text at bottom:** "New UK & Ireland customers only. Min Deposit: £10. First deposit matched up to £30. 1x wagering at odds of 1.75+ to unlock Free Bet. Credit Card, Debit Card & PayPal deposits only. [Terms Apply](#)".

**Right Side (Version 1):**

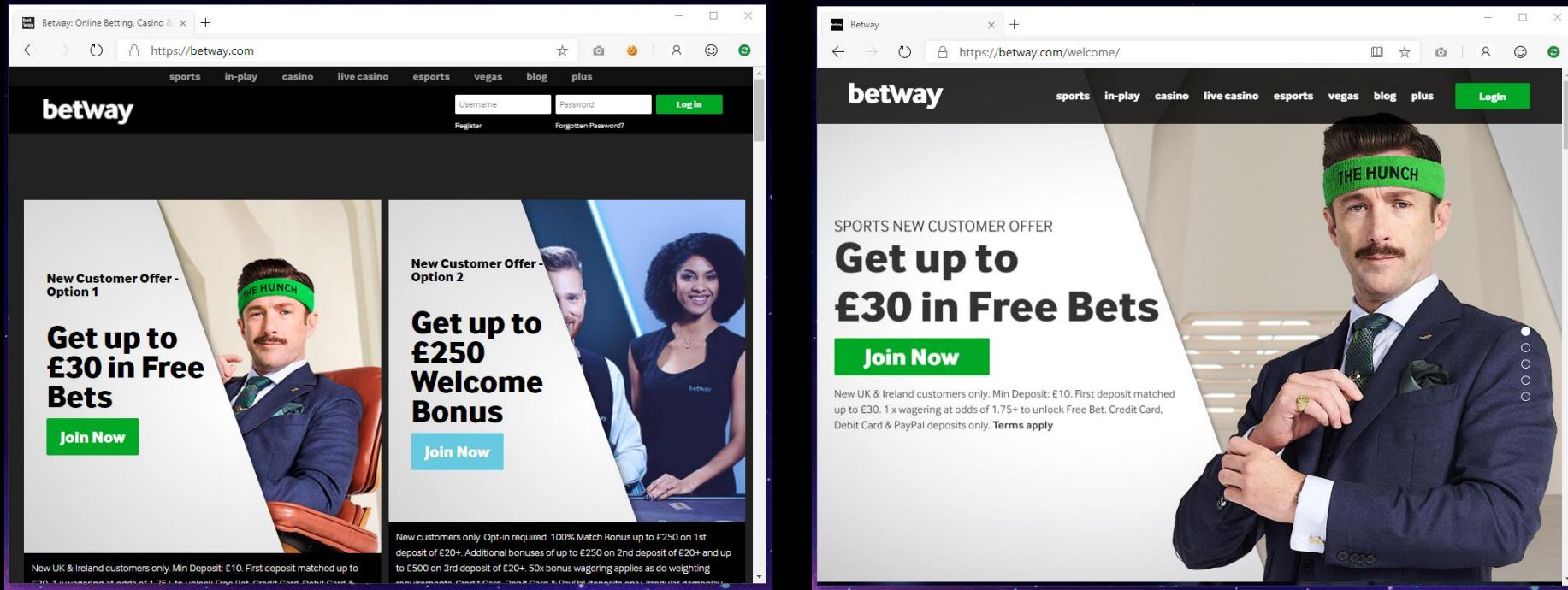
- New Customer Offer - Option 2:** Text: "Get up to £250 Welcome Bonus".
- Call-to-action:** A blue "Join Now" button.
- Image:** Three people (two women and one man) standing behind a roulette table.
- Text at bottom:** "New customers only. Opt-in required. 100% Match Bonus up to £250 on 1st deposit of £20+. Additional bonuses of up to £250 on 2nd deposit of £20+ and up to £500 on 3rd deposit of £20+. 50x bonus wagering applies as do weighting requirements. Credit Card, Debit Card & PayPal deposits only. Irregular gameplay may invalidate your bonus. [Terms Apply](#)".

**Bottom Navigation:** A row of six categories: 4 TO SCORE, FREE BET CLUB, casino, sports, vegas, and esports. Each category has a small image and a brief description below it.

# A/B Tests

If we emphasise a single link on the homepage  
there will be more registrations

# A/B Tests



# A/B Tests

**Redirect from betway.com**

On for devs and QA

On for key members of the business

On for 5% of UK, EN users

On for 25% of UK, EN users

On for 50% of UK, EN users

# A/B Tests

The screenshot shows a web browser window displaying the Betway homepage at <https://betway.com/welcome/>. The page features a dark header with the Betway logo, navigation links for sports, in-play, casino, live casino, esports, vegas, blog, plus, and a green 'Login' button. Below the header is a large promotional image of a man in a suit wearing a green headband that says 'THE HUNCH'. The main headline on the left side of the image reads '+25% Successful Registration Rate' in bright green text. To the left of the image, there's a section for 'SPORTS NEW CUSTOMER OFFER' with the text 'Get up to £30 in Free Bets' and a green 'Join Now' button. At the bottom left, there's small print about terms and conditions for the offer. The overall layout is designed to showcase an A/B testing variation for conversion rates.

# A/B Tests

If we emphasise a single link on the homepage  
there will be more registrations

**Hypothesis Proven**

# A/B Tests

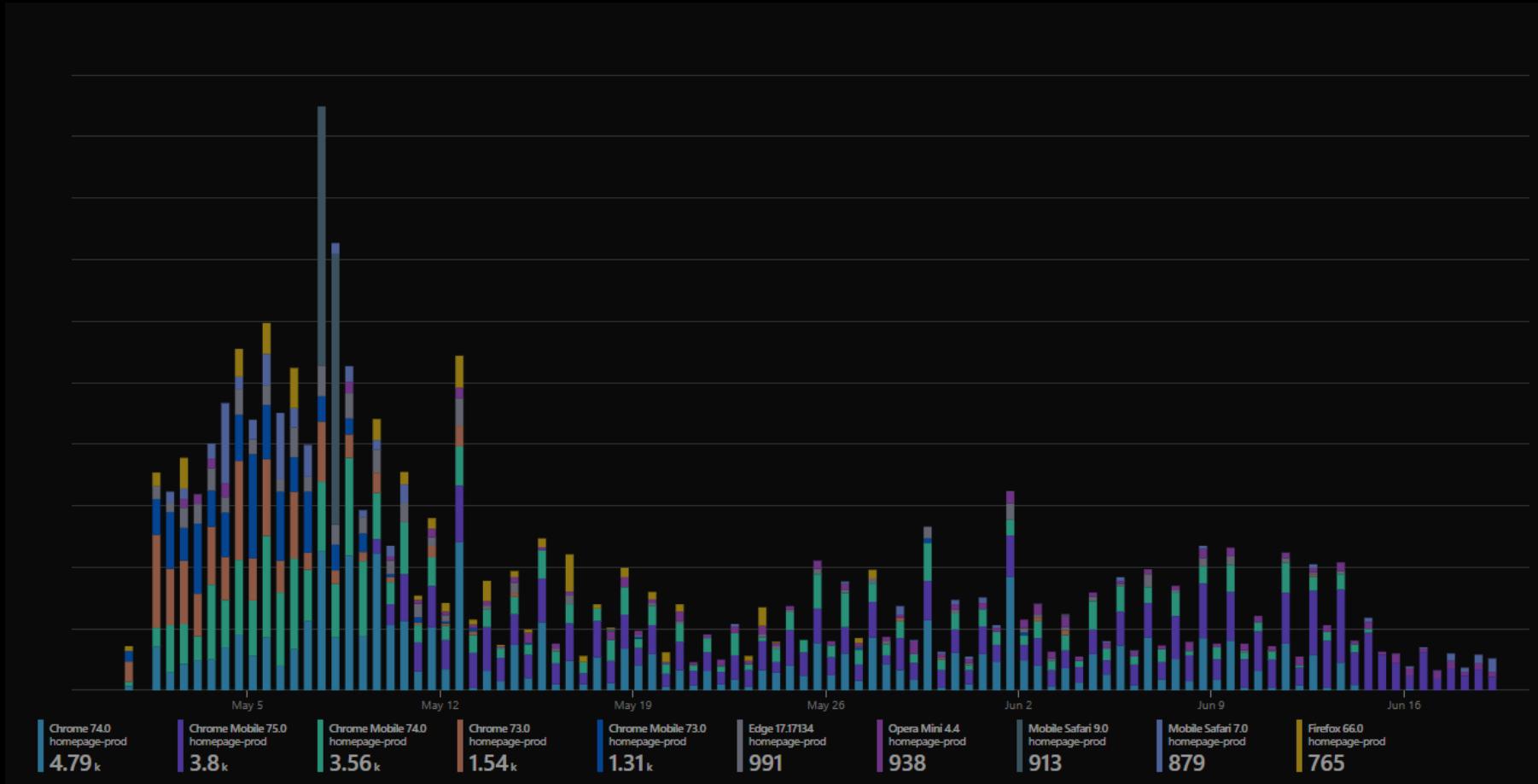
Technical accomplishments

No rollbacks

No critical alerts

All exceptions decreasing over time

# A/B Tests



# **Technical Hypothesis**

Validation of an implementation



# Rollouts

Target just 5% of users

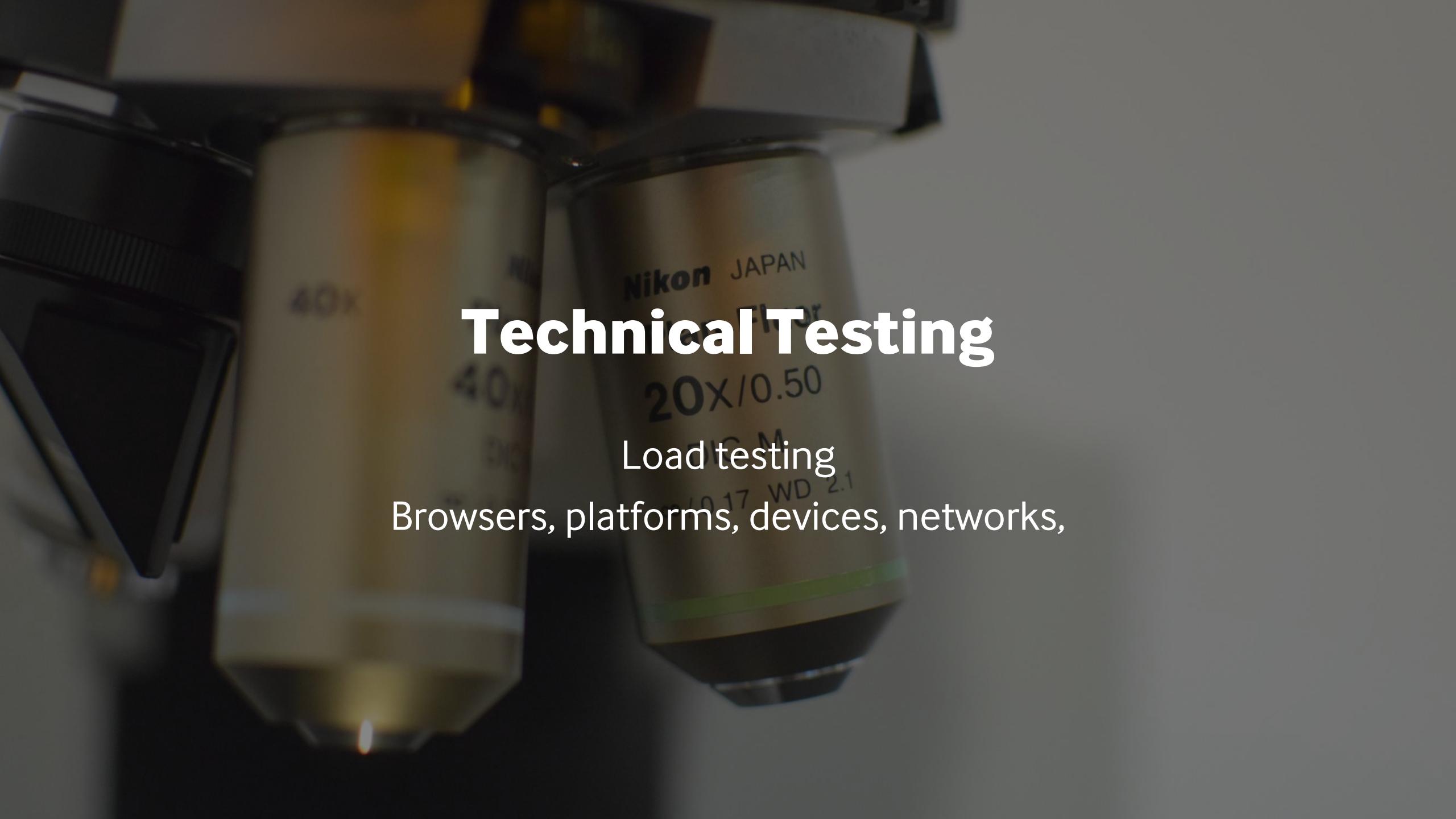
Target users in Canada only

Target users on mobile only

Target users of casino.betway.com && who have previously logged in

MIN

MAX



# Technical Testing

Load testing

Browsers, platforms, devices, networks,

# **Betway's Experience**

The background image shows a dirt road stretching into the distance, flanked by numerous tall, slender baobab trees. The sky above is a clear, vibrant blue with a few wispy white clouds.

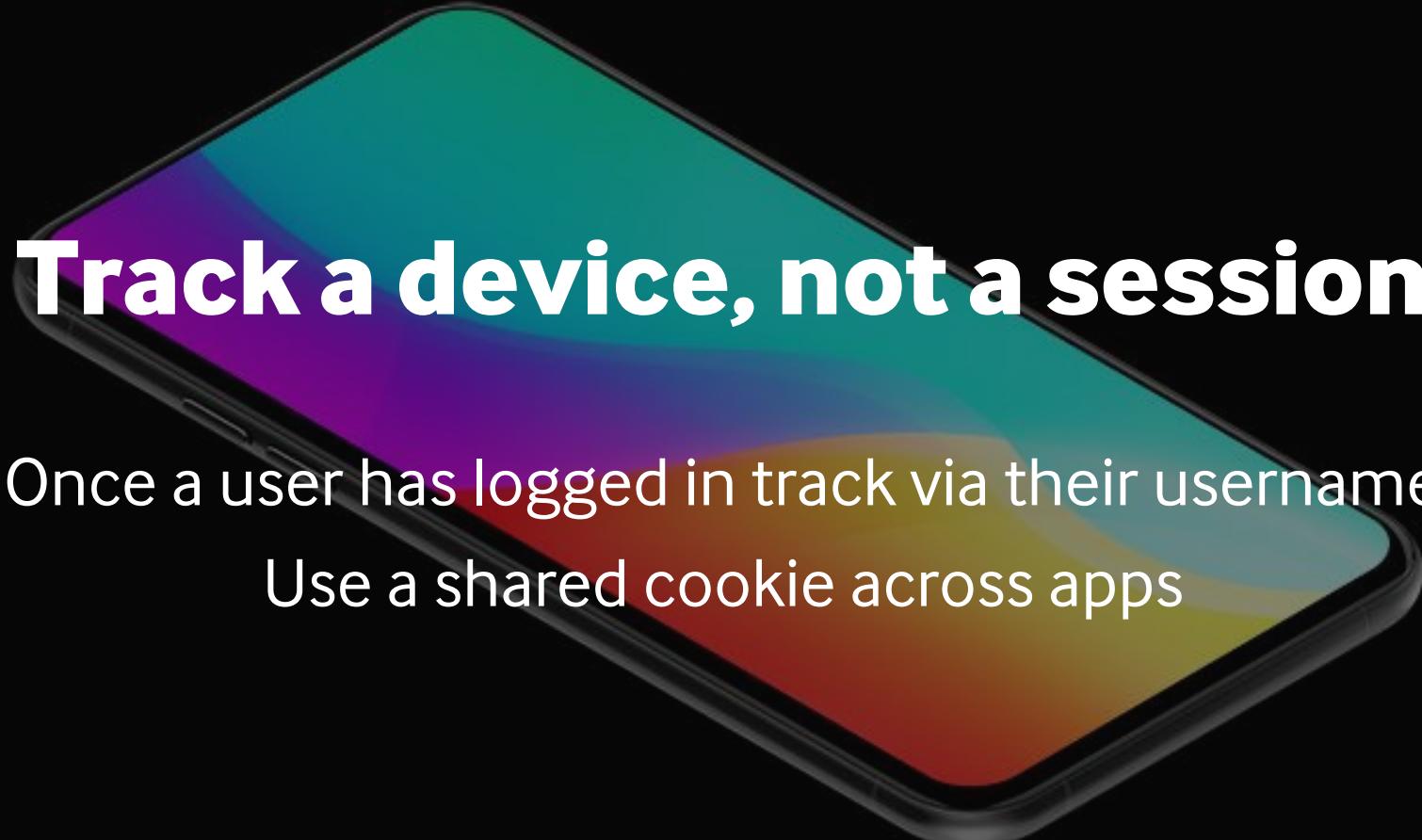
# Trunk Based Development

Only 2 environments (local and production)

In progress features are built within a toggle

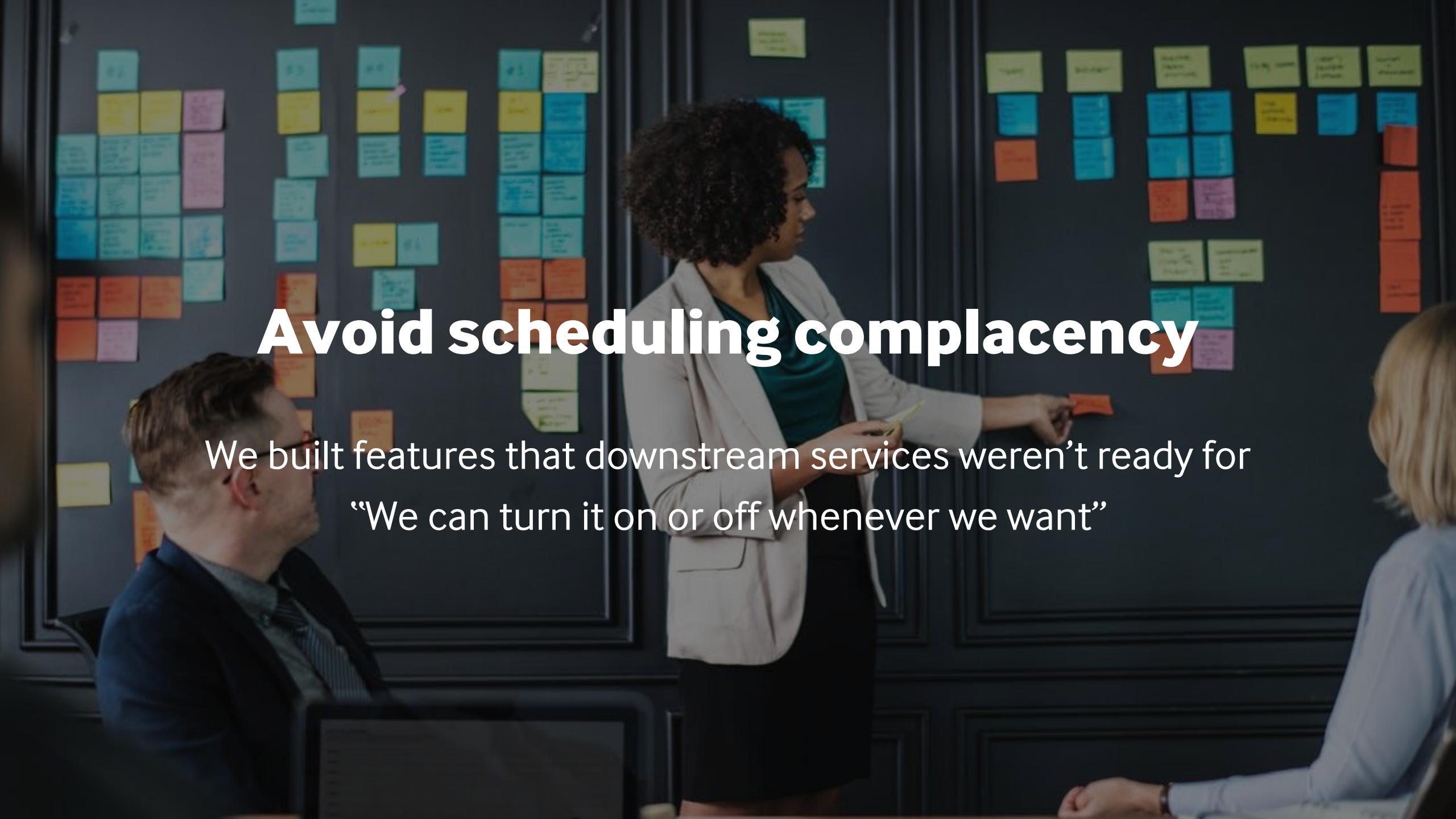
Can be turned on for the developer

Can be turned on for testing



# **Track a device, not a session**

Once a user has logged in track via their username  
Use a shared cookie across apps



# Avoid scheduling complacency

We built features that downstream services weren't ready for  
“We can turn it on or off whenever we want”



# Turn on debugging mode

Make use of permanent toggles

Ship a minified and unminified version of JS

Have a way to turn on unminified JS for a user



# Understand success

Set a goal

Define the success metrics

What does success look like?

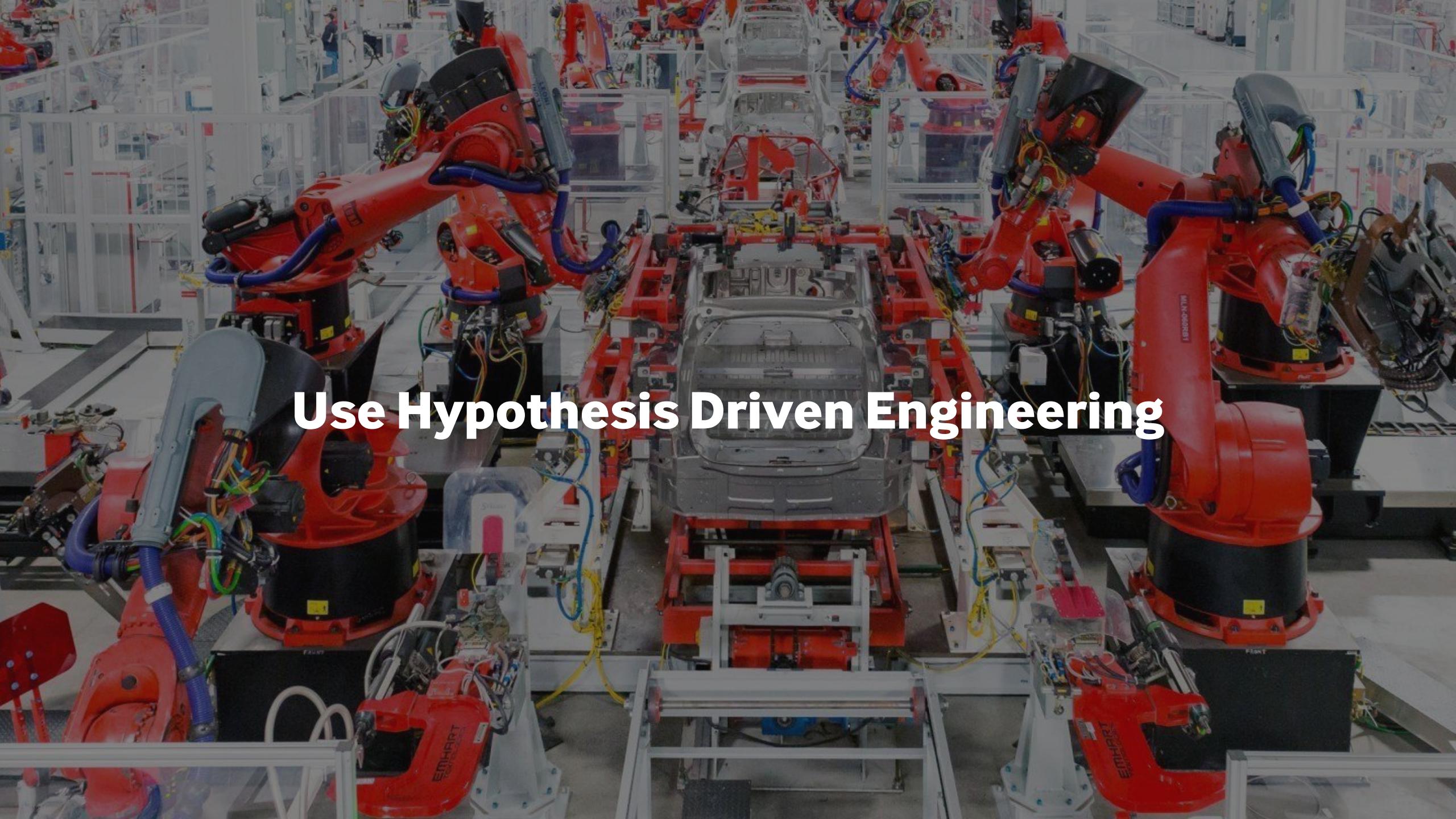
What does failure look like?

# Understand the sample

Is the target sample 50%

Desktop? Mobile? Tablet? All?

What countries should we turn this on for?

A photograph of a modern automobile assembly line. Several bright red KUKA brand industrial robots are positioned around a white car chassis, performing tasks like welding and component installation. The background shows a complex network of overhead conveyor belts and additional robotic equipment. The lighting is bright and even, highlighting the precision of the machinery.

# Use Hypothesis Driven Engineering



**THANK YOU**