**Discussion Topics: Testing + Code Reviews**

Select one of the following and find at least two (2) articles on the topic.

1. Describe what is meant by A/B testing. Find at least two examples. What might happen if A/B testing is not used?
2. Describe what is meant by pretotyping. How is it different from prototyping? When might each be used?
3. Outline the steps in a pull request. Are there any disadvantages to using a pull request?
4. Explain two different types of code/peer reviews. When might each be used? Why?
5. Read the article [Do Code Review Meetings Still Make Sense in 2019?](https://smartbear.com/blog/do-code-review-meetings-still-make-sense-in-2019/). Summarize the article and provide your opinion on the author's views. Does the author's views still apply?

For this module, I will describe what A/B testing is, provide examples, and touch on what might happen without A/B testing. The first article I found was on Oracle's website; the other is from the Adobe Communications Team.

A/B testing, or "split testing or bucket testing," evaluates the difference in content performance to decide which receives better reception by the audience (Oracle, 2022). The A version is the control based on key metrics, while the B version is the variant (Oracle, 2022). There are also A/B/N tests, which are used for more variations (Oracle, 2022). Some of the best times to use A/B tests are through digital marketing like "emails, newsletters, advertisements, text messages, and mobile apps" (Oracle, 2022). It can also include landing pages, product pages, and app personalization (Adobe Communications Team, 2022). A/B testing helps determine which marketing strategies are successful and which are not (Oracle, 2022). The best time to use it is when marketing is not working as desired (Oracle, 2022). Some other benefits are that it helps cater to the customer's desires, increases user time on the desired application, improves overall ROI, and helps drive business (Adobe Communications Team, 2022).

Without A/B testing, marketing targets might not be met, and other strategies may not be thoroughly tested. Test scenarios without A/B testing may rely on personal preferences or impressions, which are usually proven inaccurate (Oracle, 2022).

There are many examples of A/B testing, but here are a few provided. Nissan experienced a decline in in-person interactions, so they wanted to understand who their current audience was (Adobe Communications Team, 2022). A/B testing through Adobe Target was implemented through Nissan and with these results was able to improve design elements, increasing conversions, email opens, and click rates (Adobe Communications Team, 2022). The Save the Children organization experienced a swift transition to digital fundraising and needed to identify potential donor needs (Adobe Communications Team, 2022). A/B testing helped increase donations through more conversations and visitors (Adobe Communications Team, 2022).

**References**

Adobe Communications Team. (2022, December 13). *A/B testing — what it is, how it works, examples, and tools*. Adobe.com. https://business.adobe.com/blog/basics/learn-about-a-b-testing

Oracle. (2022). *The what, why, and how of A/B and multivariate testing*. Oracle.com. https://www.oracle.com/cx/marketing/what-is-ab-testing/

***Before you submit your thread, put your name in the subject line.***

**Assignment Requirements and Grading:**

1. An initial post of approximately 250 words is due by **Thursday, 11:59 p.m., CST**.
2. For the initial post to be considered substantive, it should be at least 250 words in length and fully cover the topics being presented. Single sentence definitions or responses will not be awarded points.
3. Submit your post by clicking on the **Assignment Link** above, then **Create Thread**. You must create a thread in order to view your peers' posts. Tip: Create your post in a Word document and then copy and paste your work into the thread.
4. A minimum of three (3) responses, **to the original threads of other students**, of 100-200 words each are due by **Sunday, 11:59 p.m., CST**.
5. To view the rubric grading criteria, click on the following link: [Discussion Board Grading Rubric.](https://content.bellevue.edu/cst/csd/rubricdbv3.pdf)

**(50 points)**