RUNNING WEB EXPERIMENTS

Scott Klemmer

National Alert Registry

Be Aware • Be Alert • Be Safe

Search Results

Search Initiated:	8/2/2005	**Time:** 12:12 P.M.	
Search Location:	**Zip:** 32225	**City:** JACKSONVILLE, JAX	**State:** FL

33 Registered sex offenders are located in your immediate area.

Get the **complete report** including map, **photograph**, and addresses to find out who they are and where they **live**. You will be able to enter your full address and specify a **larger** radius.

The complete report includes:

- Photos
- Appearance Details
- Conviction Information
- Offense Dates
- Offense Details
- Street Addresses
- Name Aliases

See the entire sample Report!

To get a complete Predator Report **today**, register below with National Alert Registry, and for just $10.00 we will create a custom report using your address. We will also send you a "Red Alert" notification when new predators are in your area.

Email:
(Email address used for RED ALERT Notifications)
First Name:
Last Name:
Address 1:
Address 2:
City:
State: Select
Zip: 32225
Country: United States
Phone:

Billing Information

By submitting this information you agree to a one time charge of $10.00. Terms and Conditions.

Upgrade my registration so I can generate "**Unlimited Reports**" when new predators are in my area for just $4.95/month. Yes No

Credit Card Number:
Credit Card Exp. Date: Month / Year
3 or 4 Digit Code After Card # on Back of Card:

CLICK HERE FOR INSTANT ACCESS

Back

Background

The **U.S. Congress** passed three laws that require States to keep **track** of sex offenders; the Wetterling Registration Act, the Lynchner Tracking and **Identification Act** and Megan's Law. On March 5, 2003, The Supreme Court ruled that information about **potential predators** may be posted on the Internet.

The Problem

The information is available and you have the **right** to see it. But the problem is that access is very **difficult**. You have to know the name of the individual you are looking for and in many States you must go to your police station and complete a **request form**. In some States there is a fee and **limit** to view only two names

The Solution - Predator Report

Now in the **privacy** of your home you can view the same information displayed on a map of **your neighborhood**. The free service provides the number of predators in your neighborhood. You can then choose to purchase the full service, which includes details about those **sexual offenders**, including specific addresses. The full service search is based on **your** exact address.

Interface courtesy of A List Apart: http://www.alistapart.com/articles/designcancripple

NATIONAL ALERT REGISTRY

Be Aware • Be Alert • Be Safe

Search Results for Zip Code 32225

Search Initiated:	8/2/2005	**Time:** 12:11 P.M.	
Search Location:	**State:** FL	**City:** JACKSONVILLE, JAX	**Zip:** 32225
There are currently 32 Registered Sex Offenders located in your zip code			

Would you like **names**, **pictures** and **addresses**? Click Here

The National Alert Registry has made all this vital information available to you. Plus you can get a custum map of your neighborhood, identifying your home and where offenders reside in proximity to it.

Your complete "Predator Report" includes all of the below:

- Color Photos (when available)
- Appearance Details
- Street Addresses
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- Name & Aliases
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(Email address used for RED ALERT Notifications)
First Name:
Last Name:
Address 1:
Address 2:
City:
State: Select
Zip: 32225
Country: United States
Phone:

Billing Information

By submitting this information you agree to a one time charge of $10.00. Terms and Conditions.

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- Upgrade my registration and guarantee me "Red Alert" **Automatic Report Updates & Email Notifications** when new predators are in my area for an additional $4.95/month. Details

Credit Card Number:
Credit Card Exp. Date: Month / Year
3 or 4 Digit Code After Card # on Back of Card: How to find your security code?

CLICK HERE FOR INSTANT ACCESS

"I love my NAR monthly Predator Report. You can't imagine my shock to find a registered sex offender living one mile from my home. I have grandchildren that visit often and you can bet I will keep a MUCH closer watch on them from now on. NAR is a wonderful tool for keeping my family safe." Jolene S., Florida

"NAR Predator Report is wonderful! I live in an upscale neighborhood and thought I was safe, but when I checked my Predator Report I discovered that we have three (3) offenders living in our neighborhood. I was astounded."
Bill S., New York

"I am very pleased that I subscribed to this. It does indeed, keep me: ALERT, and AWARE and I feel SAFER! THANK YOU for these services."
-- Justice of Colorado

VeriSign

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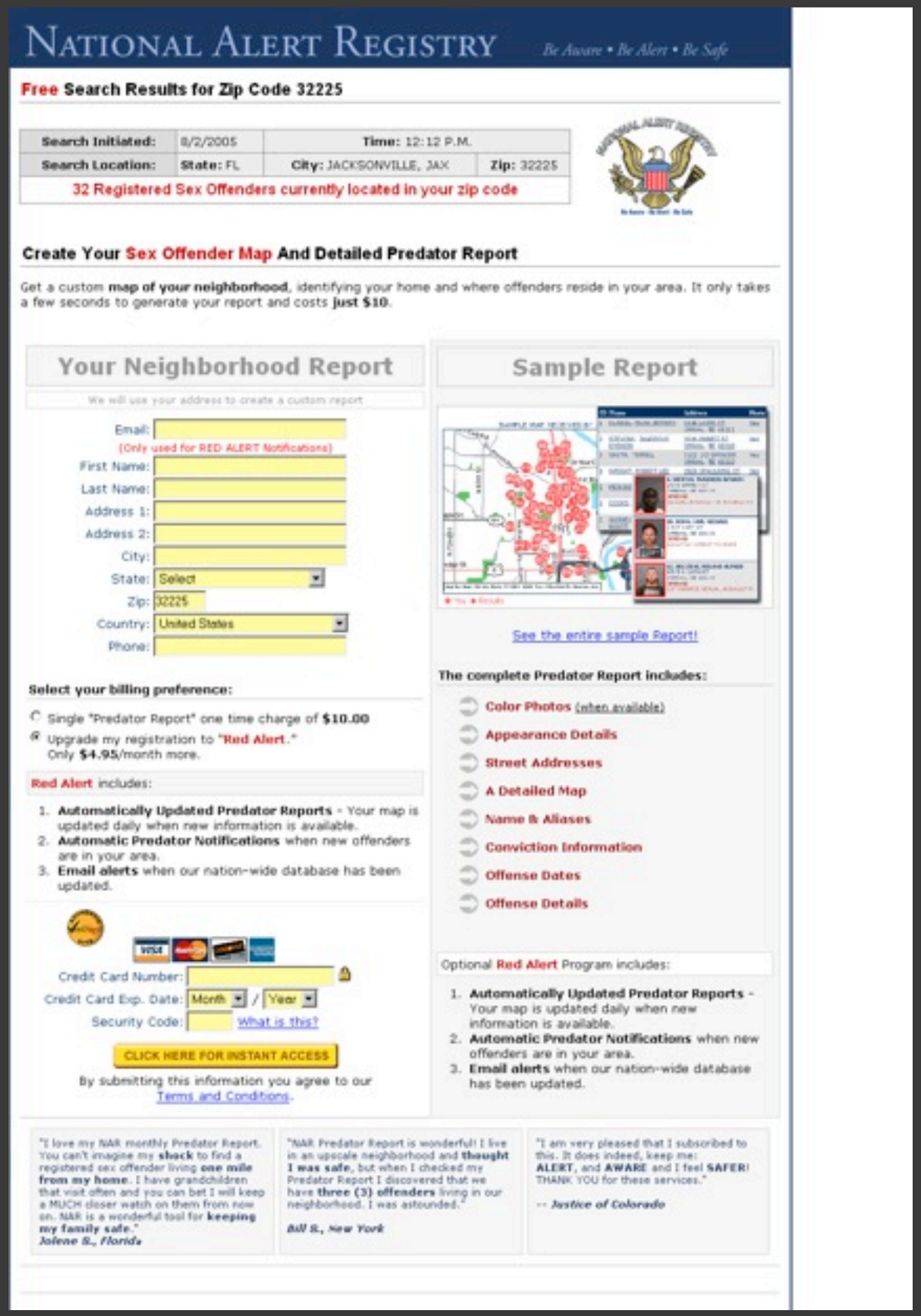

NATIONAL ALERT REGISTRY *Be Aware • Be Alert • Be Safe*

Free Search Results for Zip Code 32225

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Create Your Sex Offender Map And Detailed Predator Report

Get a custom **map of your neighborhood**, identifying your home and where offenders reside in your area. It only takes a few seconds to generate your report and costs **just $10**.

Your Neighborhood Report

We will use your address to create a custom report

Email:
(Only used for RED ALERT Notifications)
First Name:
Last Name:
Address 1:
Address 2:
City:
State: Select
Zip: 32225
Country: United States
Phone:

Select your billing preference:

- Single "Predator Report" one time charge of **$10.00**
- Upgrade my registration to "**Red Alert**." Only **$4.95**/month more.

Red Alert includes:

1. **Automatically Updated Predator Reports** - Your map is updated daily when new information is available.
2. **Automatic Predator Notifications** when new offenders are in your area.
3. **Email alerts** when our nation-wide database has been updated.

Credit Card Number:
Credit Card Exp. Date: Month / Year
Security Code: What is this?

CLICK HERE FOR INSTANT ACCESS

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Sample Report

See the entire sample Report!

The complete Predator Report includes:

- Color Photos (when available)
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- Street Addresses
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Optional **Red Alert** Program includes:

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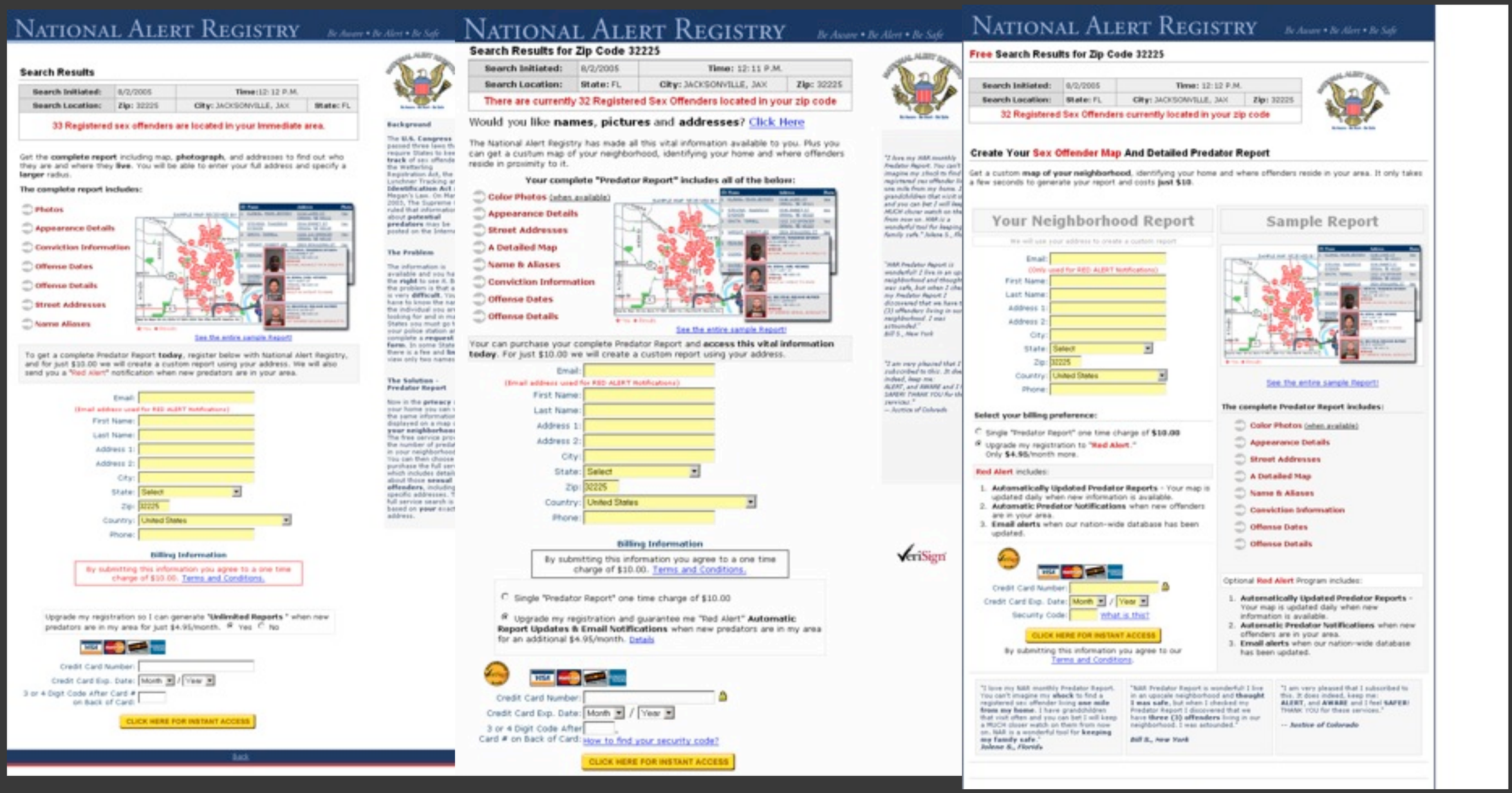
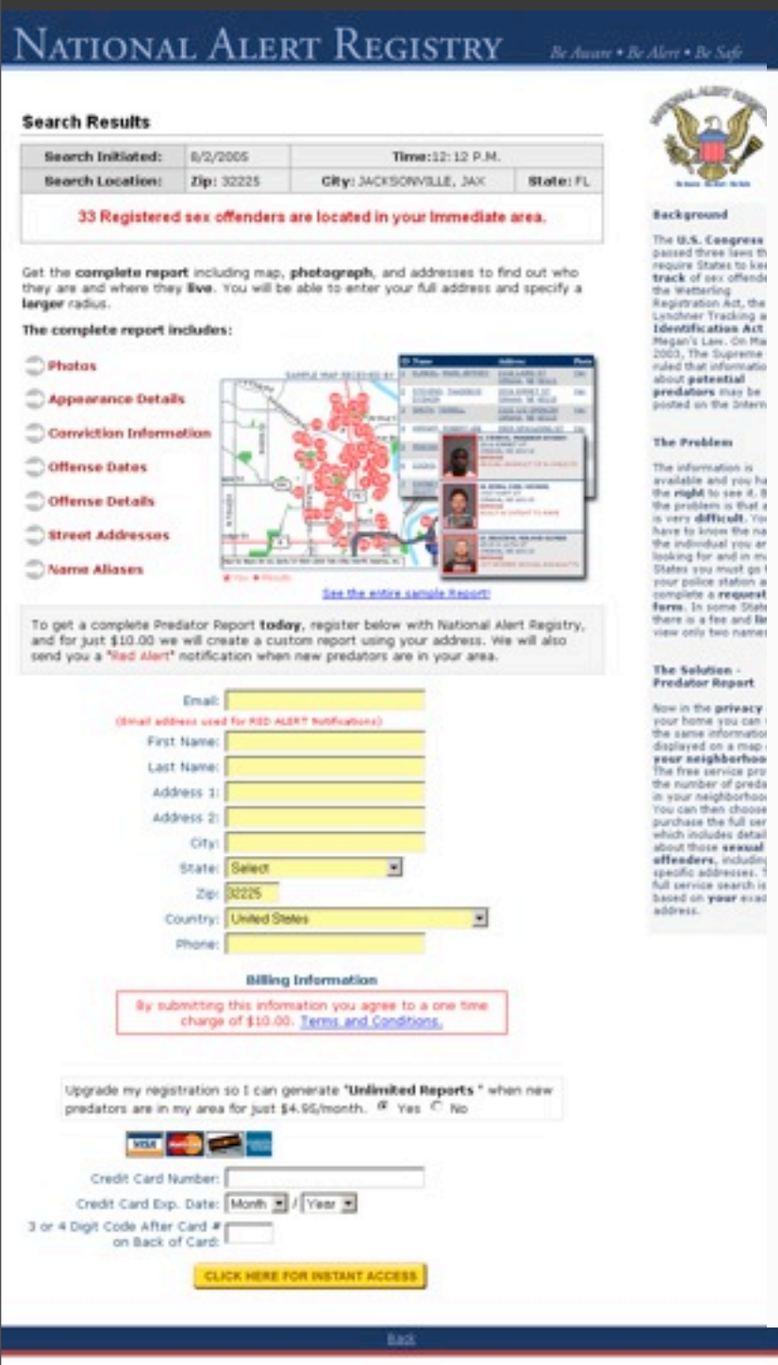


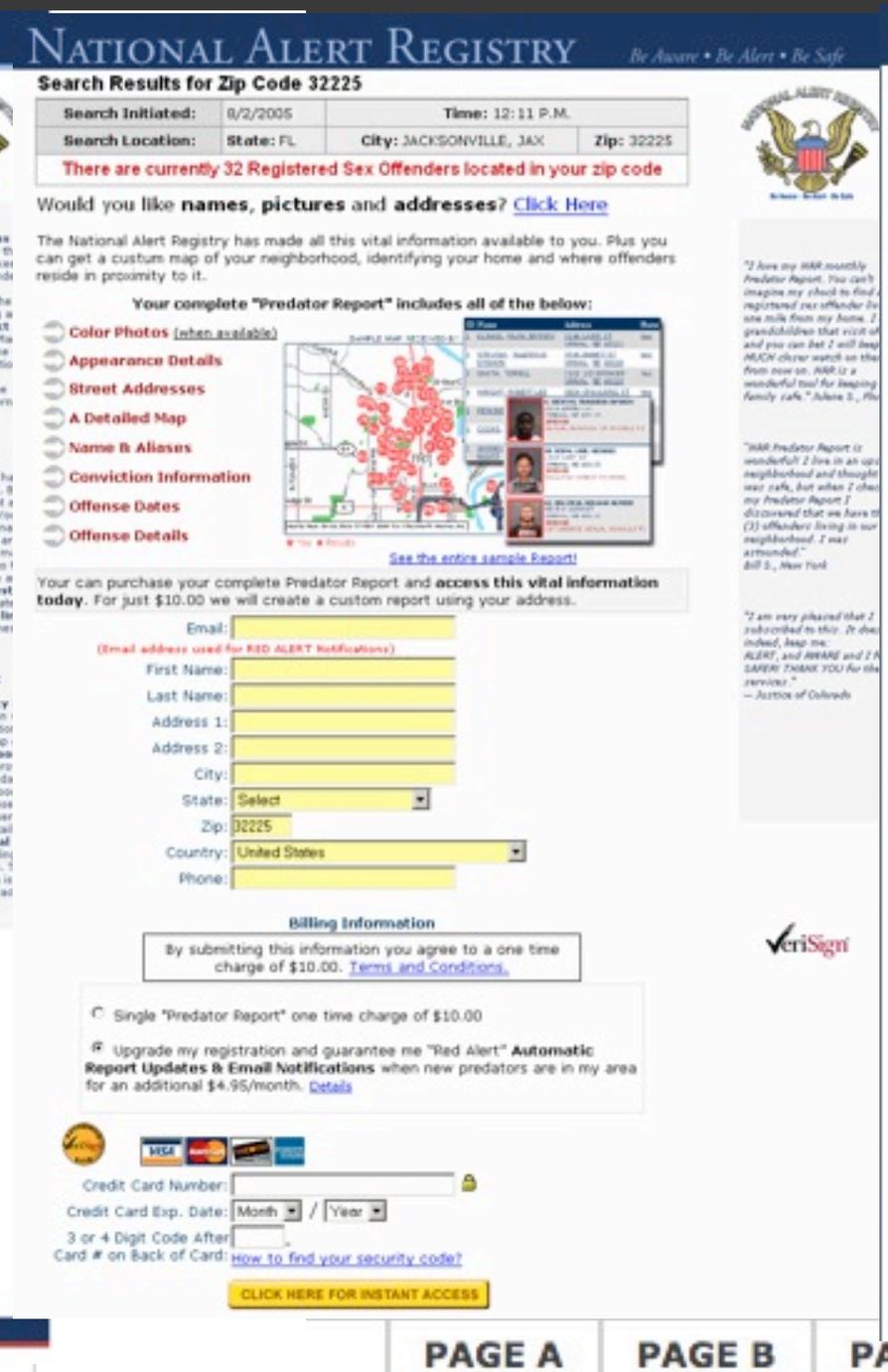
Interface courtesy of A List Apart: http://www.alistapart.com/articles/designcancripple

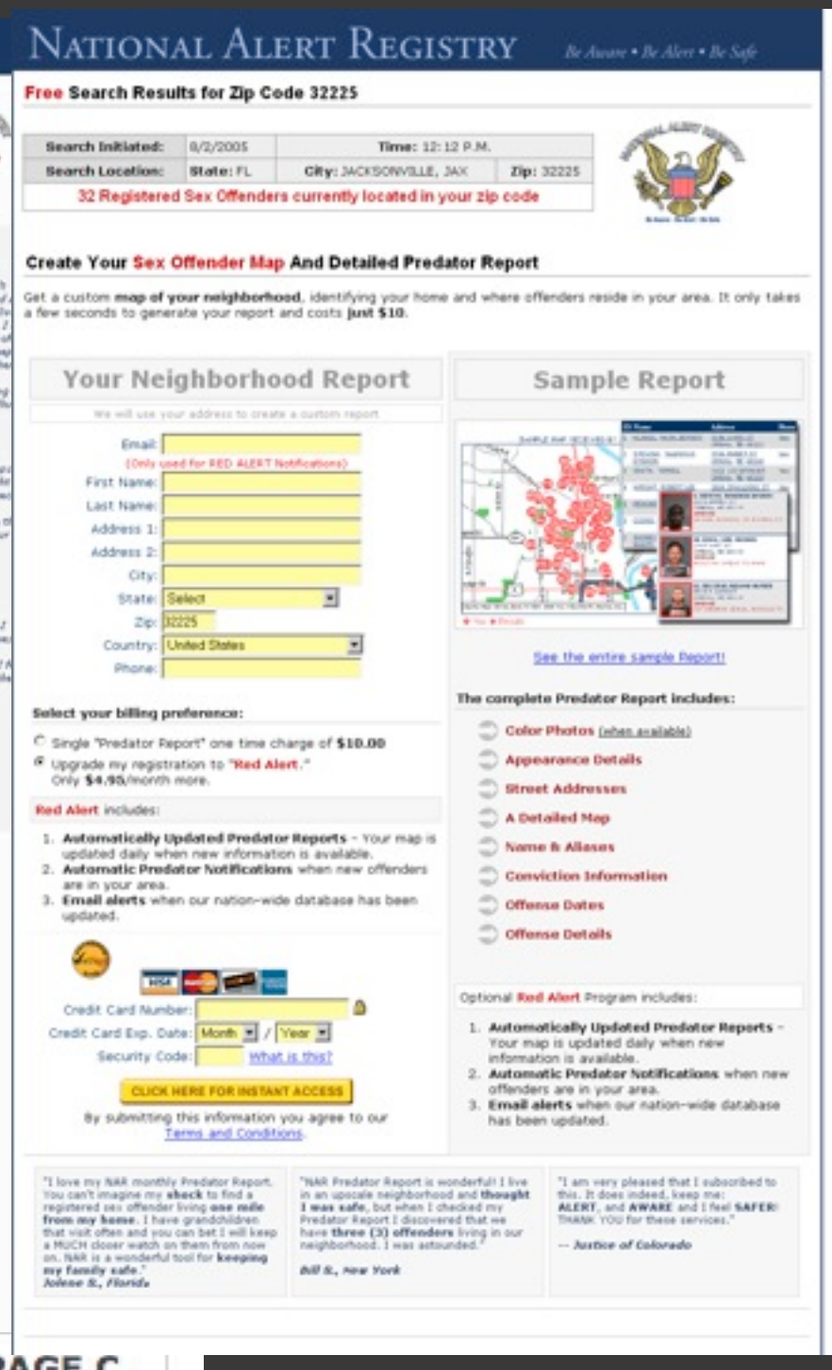
A/B/C Split Test

	PAGE A	PAGE B	PAGE C
Percent of traffic	34%	33%	33%
New sales	244	282	114
Change	N/A	15.57%	-53.28%

Interface courtesy of A List Apart: http://www.alistapart.com/articles/designcancripple







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VeriSign

Ways design makes a difference

- Position and color of a call to action
- Position on the page of testimonials, if used
- Whether linked elements are in text or as images
- Amount of white space on a page, giving the content space to “breathe”
- Position and prominence of the main heading
- Number of columns used on the page
- Number of visual elements competing for attention
- Attributes of people and objects in photos

Content courtesy of A List Apart: http://www.alistapart.com/articles/designcancripple

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EDUCATORS CORNER
Entrepreneurship Education Resources

Brought to you by the Stanford Technology Ventures Program

Quick Shots

Spend just two minutes and a few odd seconds to learn bright ideas to build, grow, or sustain your entrepreneurial drive. These bite-sized, informative videos offer a fast jolt to your fast-tracking career.

Negotiating with Customers and Clients

Stan Christensen | Dan Springer

2 min. 1 sec.

Don't Kill Projects; Morph Them

Marissa Mayer

2 min. 2 sec.

Taking Risks

Vinod Khosla

2 min. 26 sec.

New Podcasts

From medical devices to social responsibility, corporate acquisitions to personal tales of trial and triumph, our speakers share their collective wisdom and decades of business savvy.

Podcast: Representing the Socially Responsible Enterprise

Debra Dunn, Skoll Foundation | Jay Coen Gilbert, B Corporation | Bart Houlahan, B Corporation | Andrew Kassoy, B Corporation - 50 min. 56 sec.

The co-founders of B Lab, Jay Coen Gilbert, Bart Houlahan, and Andrew Kassoy, unveil their infrastructure play that seeks to give voice to the burgeoning panoply of green business. They explain how a higher set of corporate standards accountable to the environment, employees, and the community, can craft a healthier corporate ecosystem for all.

Podcast: Healthy Entrepreneurship in Medical Devices

Mir Imran, InCube Labs - 54 min. 28 sec.

Parallel entrepreneur Mir Imran, CEO of InCube Labs, has launched twenty companies - at times simultaneously. He shares his solutions-focused expertise and identifies the vitality and growth of the biomedical healthcare vertical.

Podcast: The Path to an Acquisition

Brett Crosby, Google Analytics - 1 h 1 min. 5 sec.

Brett Crosby, Group Manager of Google Analytics, describes the ebb and flow of the process by which his web analytics company, Urchin, was acquired by Google. He also shares some inspirational lessons in making small business loom large.

Educators Corner, a project of Stanford Technology Ventures Program at Stanford University, is a collection of recordings from hundreds of Silicon Valley's most practiced entrepreneurs and thought leaders. The collection offers over 1,200 videos and podcasts, freely available to the public.

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Video: Negotiating with Customers and Clients

Stan Christensen, Stanford Technology Ventures Program; Arbor Advisors | Dan Springer, Responsys - 2 min. 1 sec.
Dan Springer, CEO of Responsys, acknowledges that the most frequent and important negotiations often occur with customers. Furthermore, Springer advises that the keys to a successful negotiation with customers include: 1) Preparation to discover what the customer wants and 2) Identifying the few things on which you will stand firm.

Video: Don't Kill Projects; Morph Them

Marissa Mayer, Google - 2 min. 2 sec.
Repackage, rejuvenate, re-market, and re-examine those products or practices you thought would fly, and craft them a new set of wings. Head of Google product development Marissa Mayer lives by the old adage that if at first you don't succeed, try again. She pushes aspiring business thinkers to breathe new life into failed ventures, as opposed to cutting the cord.

Video: Taking Risks

Vinod Khosla, Kleiner, Perkins, Caufield & Byers - 2 min. 26 sec.
Launching a start-up is not a rational act. And Vinod Khosla, a partner in Kleiner, Perkins, Caufield & Byers and former Sun Microsystems CEO, believes that success only comes from those who are foolish enough to think unreasonably. Entrepreneurs need to stretch themselves beyond convention and constraint to reach something extraordinary.

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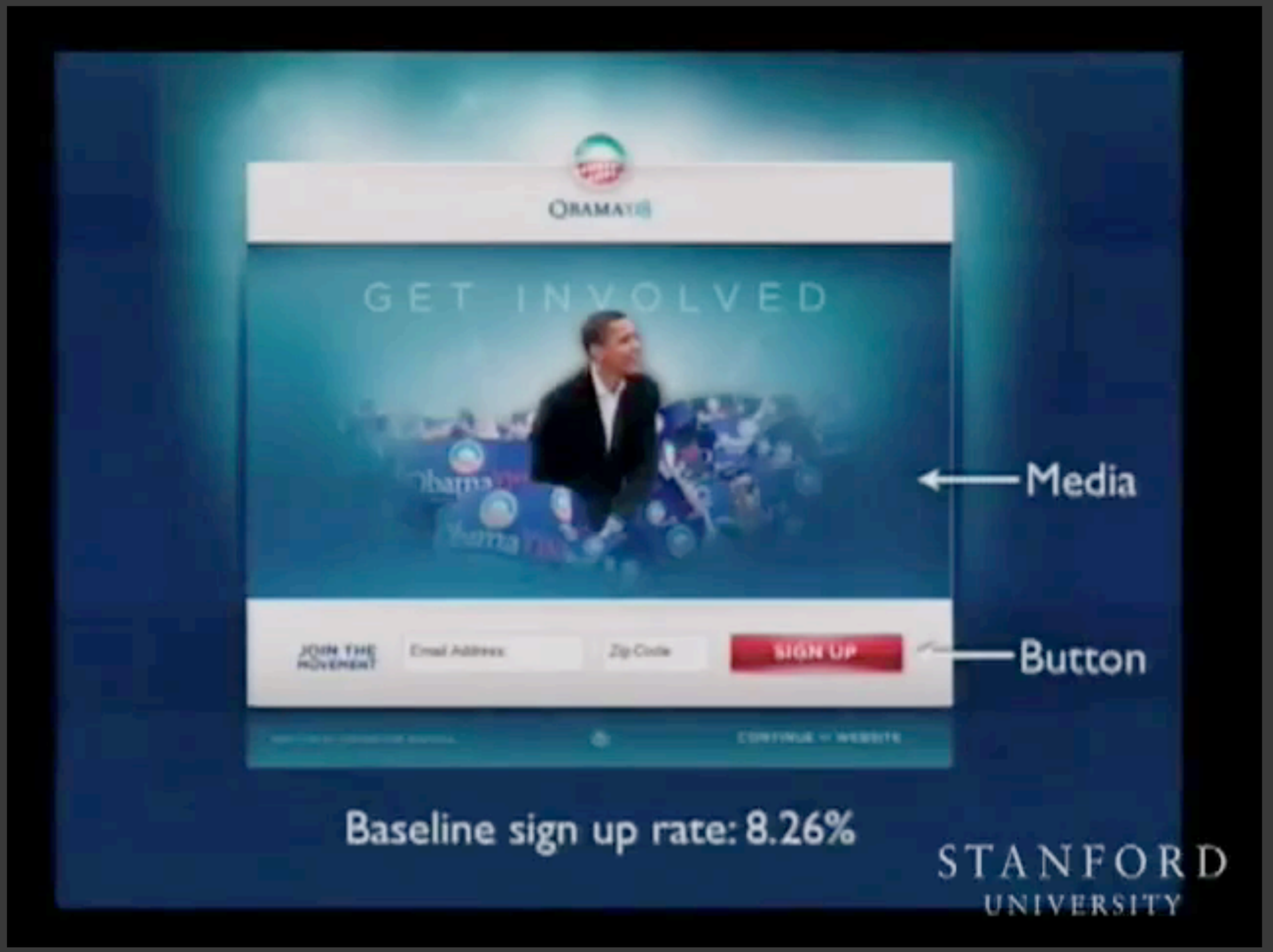
Results

- Version A (traditional version) was sent to 6272 users.
  Opened: 1638 - Click thrus: 722 - Forwards: 4
- Version B (Quick Shots version) was sent to 6263 users.
  Opened: 1769 - Click thrus: 922 - Forwards: 14

Courtesy Forrest Glick, Stanford STVP http://project8180.stanford.edu/category/wireframes/



Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

Which option performed best?

- Sign up
- Learn More
- Sign up Now
- Join Us Now

Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

Now for the visual material: five options

Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

- Family Image
- Change Image
- Barack Video
- Springfield Video
- Sam's Video

Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

Courtesy Dan Siroker, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?date=2009-05-08

Here We Saw

- Small changes: big difference
- Our expectations are often wrong

For Dustin Curtis, Which performed best?

- I'm on Twitter
- Follow me on twitter
- You should follow me on twitter
- You should follow me on twitter here

Courtesy Dustin Curtis: http://dustincurtis.com/you_should_follow_me_on_twitter.html

For Dustin Curtis, Which performed best?

4.70% I'm on Twitter

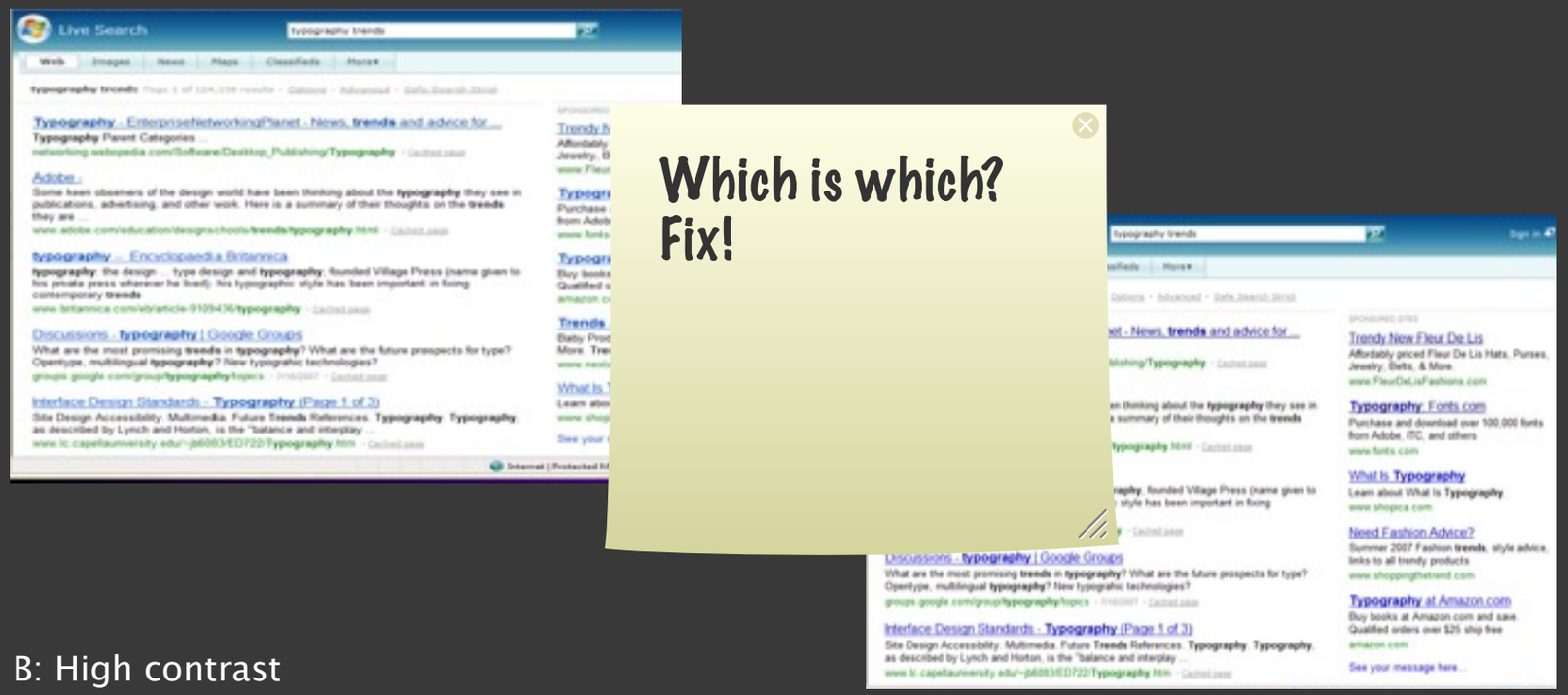
7.31% Follow me on twitter

10.09% You should follow me on twitter

12.81% You should follow me on twitter here

Courtesy Dustin Curtis: http://dustincurtis.com/you_should_follow_me_on_twitter.html

Typography Experiment:
Color Contrast on MSN Live Search



B: High contrast

B: Queries/User up 0.9%

Ad clicks/user up 3.1%

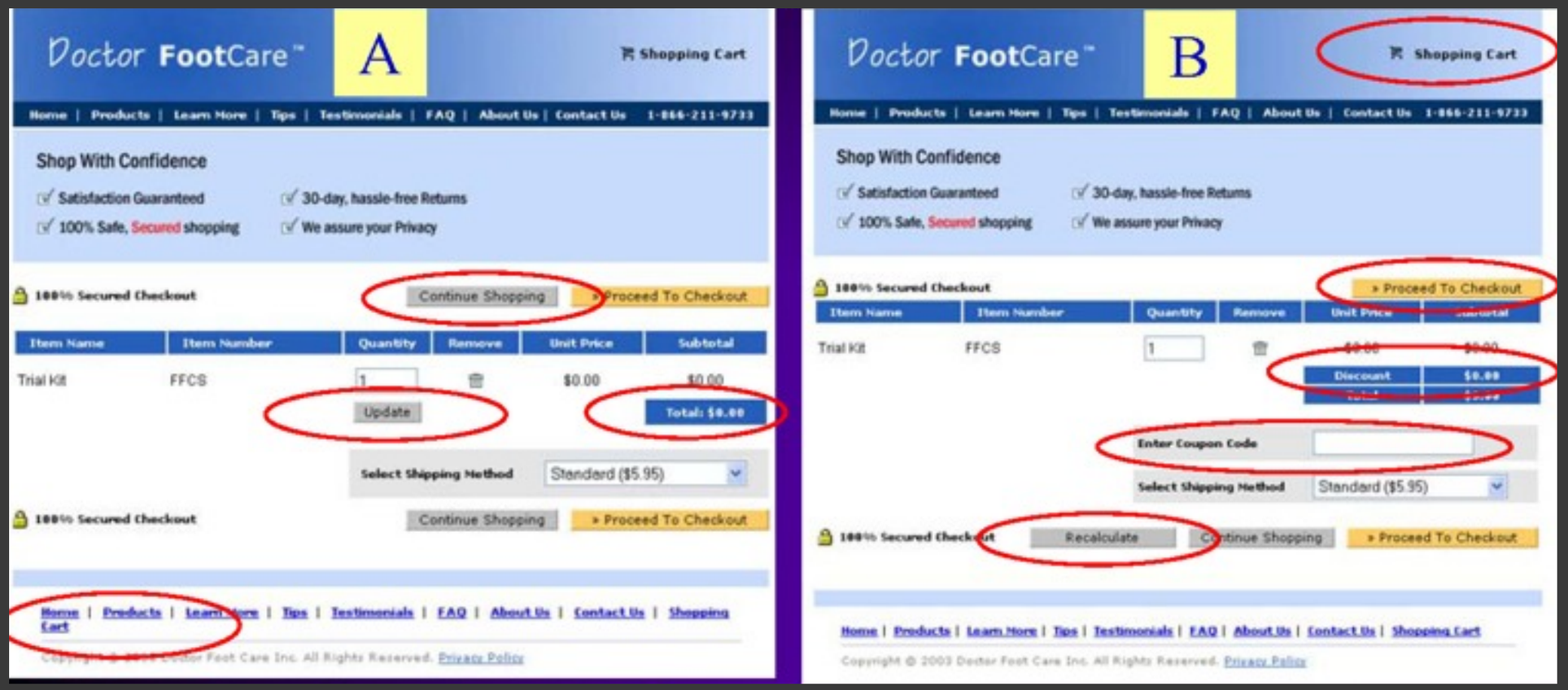
Content courtesy Ron Kohavi

Large scale changes design

- Making small but consequential differences detectable.
- Small differences accumulate
- Beware of anomalies: investigate further

Unexpected changes in a checkout page

- Conversion rate: the percent of visits to a Web site that include a purchase
- Which version has a higher rate?



courtesy Greg Linden's blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

The cost of one extra data field

By Nick Heath, 1 November 2010 16:15

NEWS Online travel firm Expedia has found that data analytics can deliver a multi-million dollar kick to a company's bottom line.

The company used SAS analytics to identify a single change to a web page that generated an overnight surge in sales, Expedia's VP of global analytics and optimisation Joe Megibow told the SAS Premier Business Leadership Series conference in Las Vegas last week.

Expedia analysts realised the site needed to be changed after investigating why many customers who clicked the 'Buy Now' button on the company's site did not complete the transaction.

"This is someone who was on our site, found the right location and hotel, put in all their billing and travel information and clicked the 'Buy Now' button," Megibow said.

"As far as leading indicators of purchase intent go, this is as good as it gets and yet we weren't taking the money."

Analysts began examining and correlating information about these failed transactions to identify what traits they had in common.

The answer, it turns out, was quite simple: "We had an optional field on the site under 'Name', which was 'Company'," Megibow said.

"It confused some customers who filled out the 'Company' field with their bank name."

FACEBOOK

silicon.com is on Facebook

facebook

For all the latest stories and updates from Silicon Towers...
'Like' us on Facebook

just film sc
with the w
in the
backgroun

www.silicon.com/management/sales-and-marketing/2010/11/01/expedia-on-how-one-extra-data-field-can-cost-12m-39746554

Small distractions
like extra fields
can yield big changes

Office Online Feedback

A

B

Fix layout

- Feedback A puts everything together, whereas fee
  question follows rating
- Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them lighter

Which version has a higher response rate? By how much?

courtesy Greg Linden’s blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

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A

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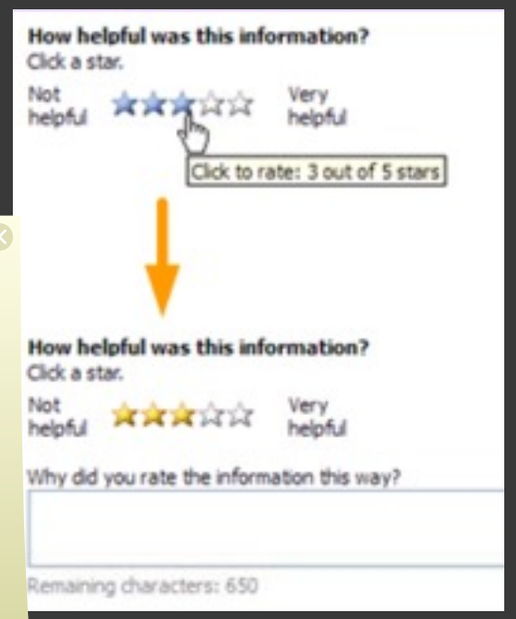


Fix layout

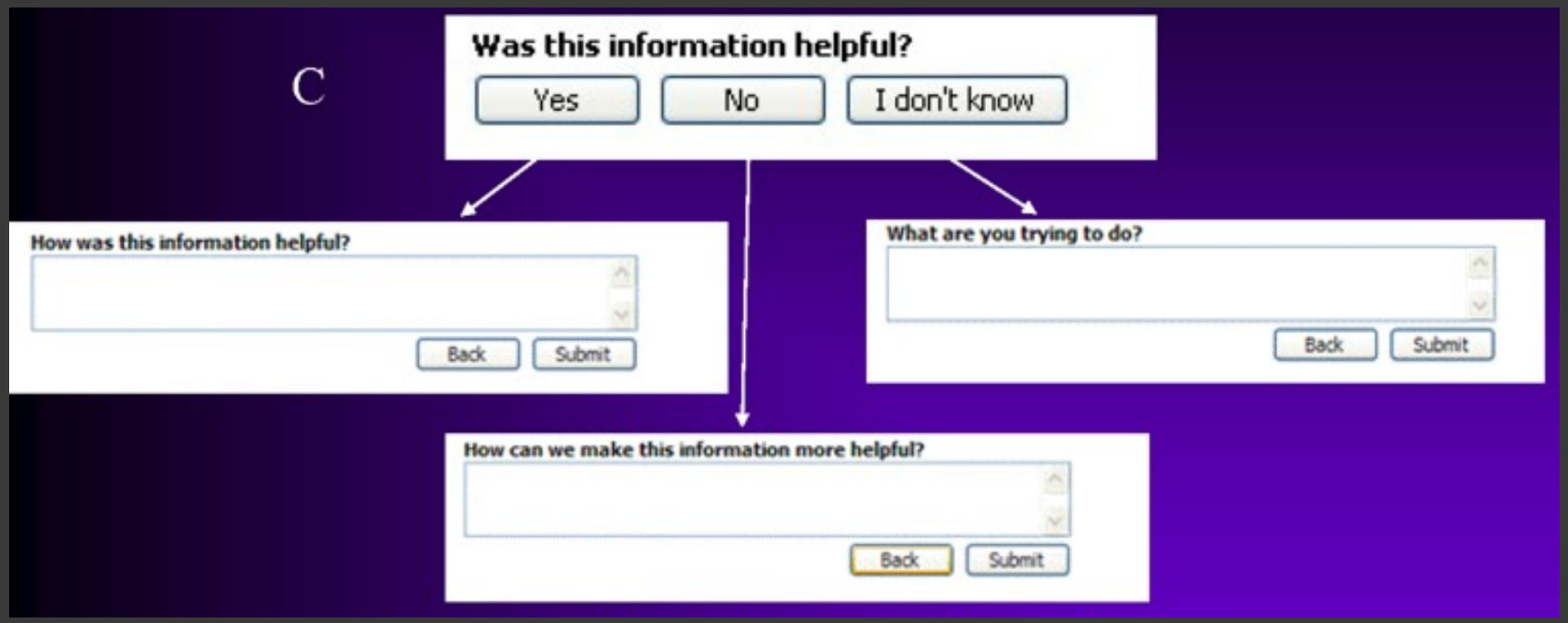
- Feedback A puts everything together, whereas fee
  question follows rating
- Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them lighter

Which version has a higher response rate? By how much?

B gets more than double the response rate!

courtesy Greg Linden’s blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

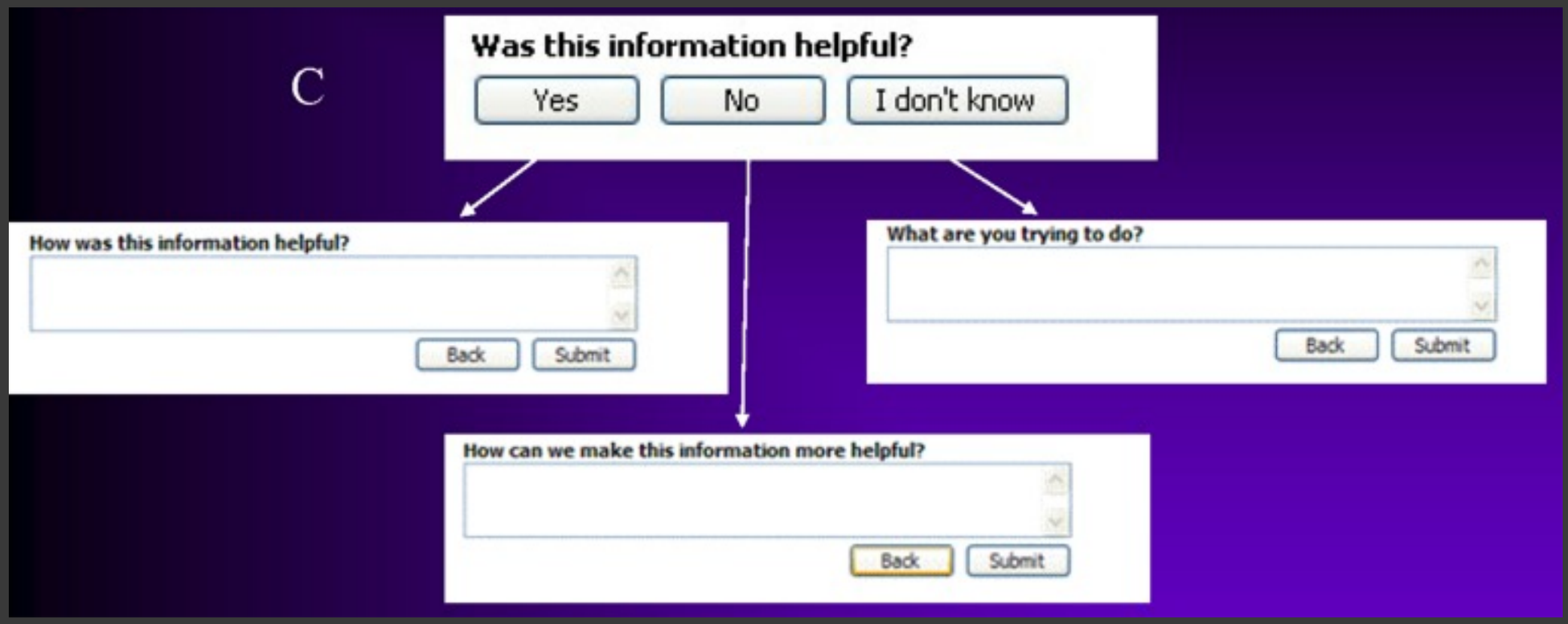
Fewer options; custom response



courtesy Greg Linden's blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

Another Feedback Variant

C



Call this variant C. Like B, also two-stage.

Which version has a higher response rate, B or C?

C outperforms B by a factor of 3.5!!

courtesy Greg Linden's blog: http://glinden.blogspot.com/2006/04/early-amazon-shopping-cart.html

Commitment Escalation

- Iterative design plus controlled experiments can enable you to fine-tune this stuff

Run Experiments at 50/50%

- Novice experimenters run 1% experiments

- To detect an effect, you need to expose a certain number of users to the treatment (based on power calculations)

- Fastest way to achieve that exposure is to run equal-probability variants (e.g., 50/50% for A/B

- But don’t start an experiment at 50/50% from the beginning: that’s too much risk

  Ramp up over a short period

Content courtesy of : Ronny Kohavi

Ramp-up and Auto-Abort

- **Ramp-up**
  - start an experiment at 0.1%
  - do some simple analyses to make sur… …an be detected
  - ramp up to a larger percentage, and r…

Fix layout. Also, need right link for Kohavi.

- **Big differences are easy to detect … …le size is quadratic in the effect we want to detect**
  - detecting 10% difference requires a small sample and serious problems can be detected during ramp-up
  - detecting 0.1% requires a population 100^2 = 10,000 times bigger
- **Automatically abort the experiment if treatment is significantly worse on OEC or other key metrics (e.g., time to generate page)**

Courtesy Ron Kohavi, Stanford HCI Seminar http://hci.stanford.edu/courses/cs547/speaker.php?

Pick the a meaningful yardstick

Run it for long enough

- Sometimes, first use is not the same as what people are familiar with

Rules for Random Assignment

- Consistent
- Durable
- Independent

Summary: Challenges & Opportunities

- Larger theories are still hard
- Using multiple methods together helps

Design in the online age

- Designers role shifts to being about creating multiple alternatives
- People are often too sure of themselves
- Rapid experimentation means the first release is (sometimes) less important -- fail fast