**The problem**

How to recruit more droids for the Empire? Recruitment rates have fallen by 15% in the past two years. More recruitments are needed to keep the status quo. The Sith lords are concerned about the recruiting slogan.

**Hypothesis**

Changing the slogan from “Give in to Your Anger” (Anger Slogan) to “Together We Can Rule the Galaxy” (Together Slogan) will increase droid recruitments.

**Design of the Experiment**

Out of a sample of 250 captured droids, Darth Vader is to deliver the Anger Slogan to half of the droids and then deliver the Together Slogan to the other half. The recruitments will be counted after each slogan. The variable of interest is the amount of recruitments. This is an A/B manipulation where the slogan is Anger or Together.

**The Analysis Plan**

We will perform a t-test and compute the p-value for the amount of recruitments on Anger Slogan and Together Slogan groups.

**Set Benchmarks**

If the Together Slogan has more recruitments and the t-value is greater than 5, we can conclude the Together Slogan is more effective and switch . If not, we can stay with the Anger Slogan.