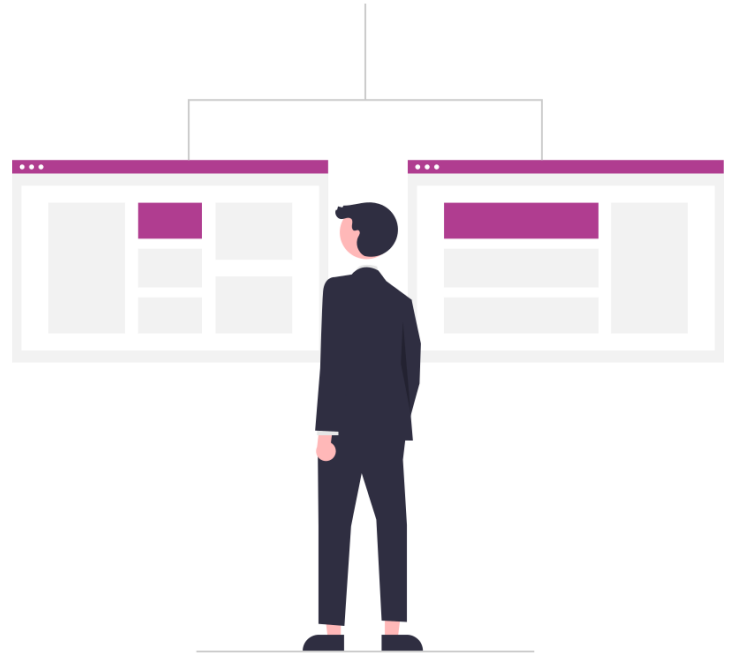**A/B testing**

What?

A/B testing is a method of comparing two versions of a webpage or app against each other to determine which one performs better. A/B testing is essentially an experiment where two or more variants of a page are shown to users at random (Optimizely, n.d.)

Why?

Essentially, A/B testing eliminates all the guesswork out of website optimization and enables experience optimizers to make data-backed decisions. In A/B testing, A refers to 'control' or the original testing variable. Whereas B refers to 'variation' or a new version of the original testing variable (VWO, n.d.).

Optimizely. (n.d.). Optimaztion glossary. Retrieved March 11, 2022, from https://www.optimizely.com/optimization-glossary/ab-testing/

VWO. (n.d.). A/B testing. Retrieved March 11, 2022, from https://vwo.com/ab-testing/

In-classroom experiment A/B testing on paper

Before testing

Step 1: identify your testing goals (i.e. buttons for conversion, color for accessibility or anthing else).

Step 2: generate a hypothesis, start sketching new versions (B) of your original design (A) and come up with hypotheses why you think the new version will work better than the original design.

Step 3: create variations and decide on design that you want to test, set-up A and B.

(NB. If you use online tooling for A/B testing, designs will be randomly assigned to users visiting your website/app. This will lead to behaviour analytics that provide insights.)

Carrying out (in-classroom experiment)

Step 1: you'll need two participants.

Step 2: provide design A to participant one and provide design B to participant B. Ask them what they think of the design.