

**Checkmates A/B Testing Results**

	Page A (link at the bottom)	Page B (button on nav bar)
Visits (28 in total)	18	20
% of Traffic	47.37%	52.63%
Conversions	5	11
Conversion Rate	27.78%	55.00%

96.21% confidence level.

For the A/B test, page A had a text link at the bottom of the page for users to invite friends to use the application. Page B had a button located next to the Add Task button that is located at the top of the page. The winning variation is Page B, with the button on the navigation bar, at a 87.79% confidence level. While 87.79% does not reach the minimum requirement of 95% for statistical accuracy, it is a promising percentage considering our small user sample. Perhaps if further user testing were performed with a larger pool of users, statistical accuracy could be reached. From our A/B test, we cannot confidently conclude that Page B causes more users to click on the invite link or if we reached our results due to luck or by accident. Although we did not reach statistical accuracy with our A/B test, user feedback universally agreed that they preferred the Page B button, which was the version we chose to implement.