**A/B testing exercise**

Stephanie spends around 10 hour a day going through Thinkful course content. She feels that this is not the most efficient use of her study time and would also like to look into alternative or supplementary study materials in order to get a more holistic understanding of the topic being covered.

Ex 1 - **Problem statement**

Write a detailed problem statement. see example in link below:

<https://www.editage.com/insights/the-basics-of-writing-a-statement-of-the-problem-for-your-research-proposal>

Ex 2 - **Solutions**:

Solution 1: In order for Stephanie to resolve her problem she needs to come up with a study strategy that will help her make use

of her time more effectively.

1. The proposed first solution is to read through the course material and write down all the topics she doesn't understand.  
     
   She will then go to google and find articles and videos that will help her understand those topics better.  
     
    She shouldn't spend anything more than 30 Minutes on her external research.

*Write two more solutions that Stephanie can try to implement to resolve her problem.*

Ex 3 - **Data collection**

1. In order for us to measure if the solutions are working, we need to collect data and compare the effects and impact of each solution and choose the best one.

**Success** = She has a thorough understanding of topics.

She has more time to explore other material that relates to her course.

Now we need to write down questions that will help us measure if the proposed solution is a success

**Example**:

1. How much time do you spend reading through one chapter in your Thinkful course material?
2. Do you keep notes of topics you do not understand?
3. How many topics in one chapter do you struggle with on average?

Write down more questions that can help us understand if we are reaching our goal?

Ex 4 - **Tabulation**:

On a spreadsheet create a table that has all your questions as columns and the rows as proposed solutions

**Example:**

**Time spent reading** **Do I keep notes**  **# of topics not understood**

*Old method (A)* 1 hour no 3

*Solution 1 (B)* 1 hour yes 5

We will use this data to measure whether our solutions are helping Stephanie improve her current study method.