

Continuous Testing Methods

- Testing and evaluation improve and iterate on designs to converge on the best solution
 - Compare to normal lab study where the goal is often to prove your design is faster/more accurate/easier to learn than a competitor

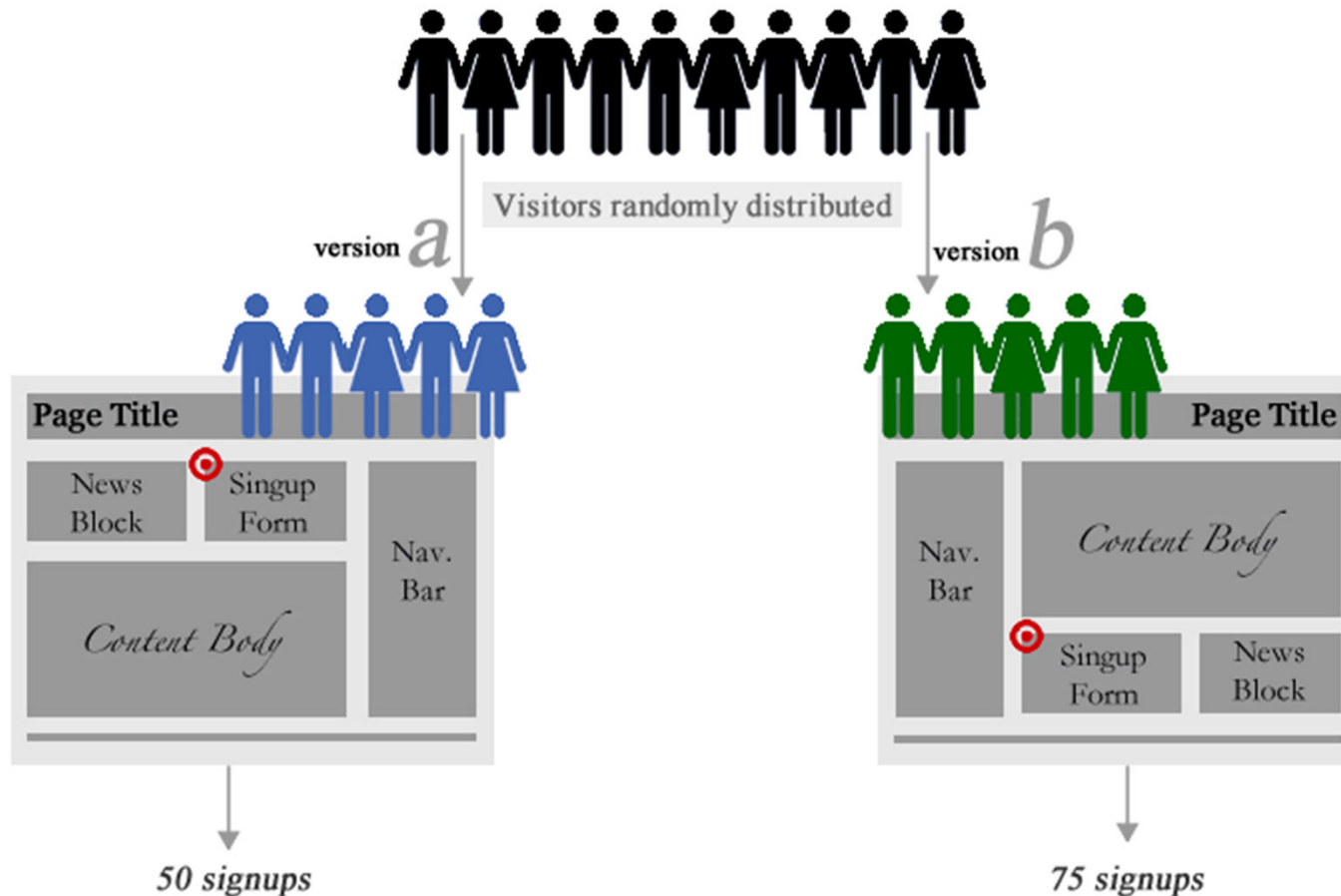
Continuous Evaluation - A/B Testing

- A/B testing:
 - Two versions of an element (A and B)
 - A metric that defines success.
 - To determine which version is better, you subject both versions to experimentation simultaneously.
 - In the end, you measure which version was more successful and select that version for real-world use.

Considerations

- Fast: test multiple alternative at the same time
- Iterative and expandable: if one clearly loses, eliminate it then introduce and test new ideas
- Controlled risk: Only expose new ideas to a small number of users; cancel immediately if things look bad
- Constrained innovation? Sometimes criticized for being too “incremental”.

Continuous Evaluation - A/B Testing



Version B is better than version A

A/B Testing Ideas

- Even though every A/B test is unique, certain elements are usually tested:
 - The call to action's (i.e. the button's) wording, size, color and placement,
 - Headline or product description,
 - Form's length and types of fields,
 - Layout and style of website,
 - Product pricing and promotional offers,
 - Images on landing and product pages,
 - Amount of text on the page (short vs. long).

<http://www.smashingmagazine.com/2010/06/the-ultimate-guide-to-a-b-testing/>

Cautions

- Don't test sequentially! Are differences due to outside factors (weather, company news, holidays) – need to control for these factors
- Don't conclude too early: establish statistical significance
- Don't surprise regular users: better with new users
- Don't let your gut feeling overrule test results. The winners in A/B tests are often surprising or unintuitive.

Examples



Platforms for A/B Testing

- Google Content Experiments: <https://support.google.com/analytics/answer/1745147>
- Adobe Target: <http://www.adobe.com/ca/marketing-cloud/target.html>
- Visual Website Optimizer: <https://vwo.com/>
- Optimizely: <http://optimizely.com>