

# Task 2-A/B testing strategy and recommend content changes

## 1. Introduction

In *Refund High School* Chapters 22-30, the storyline undergoes a shift with new characters, plot twists, and intriguing developments. Key plot devices like the memory capsule and guilt detector are introduced, enhancing the narrative. These changes bring fresh elements to the story, creating both opportunities and challenges in retaining reader engagement.

## 2. Analysis of Key Themes and Characters

The following are some key aspects of the characters and plotlines in these chapters:

- **Aru, Gunn, and Mook:** The emotional tension between these three continues to be a significant part of the story. Aru's uncertainty, combined with Gunn's disinterest, creates an engaging love triangle. Mook's secret admiration for Aru adds complexity, setting the stage for potential conflict.
- **Mari and Chiyeol:** Mari's confident character contrasts with Chiyeol's backstory of being bullied. His redemption arc, where he's tasked with cleaning the school as punishment, creates an opportunity for character growth. Their involvement with the infernal spirit brings a layer of mystery to the plot.
- **Introduction of New Characters - Yeohee and Dante:** Yeohee is a new character who shows interest in Gunn, adding more tension to the love triangle. Dante, another new character, is introduced through the detention center plotline, bringing a darker element to the story.
- **Plot Devices:** The introduction of the **memory capsule** and **guilt detector** are intriguing elements that add depth to the narrative. These devices influence the characters' motivations and offer the potential for further development in future chapters.

## 3. User Engagement Analysis

Analyzing user interaction data for Chapters 22-30 reveals some key insights:

- **High Engagement Chapters:** Chapters 22 and 25 stood out, with King Yemma's appearance and Mari's confrontation with Chiyeol engaging readers. These chapters had high retention due to the suspense and character interactions.
- **Bounce Rate Issues:** Chapters focused heavily on the relationship between Aru and Gunn, particularly Chapter 23, showed a higher bounce rate. Repeated

relationship issues without much plot progression seemed to result in lower reader engagement.

#### **4. A/B Testing Strategy**

To improve reader engagement and reduce the bounce rate, I propose the following A/B testing strategies:

##### **A/B Test 1: Headline Optimization**

**Hypothesis:** More engaging headlines can increase chapter clicks and engagement.

- **Test A:** Use current headlines (e.g., “Chapter 22: Appearance of the King Yemma”).
- **Test B:** Introduce more specific and emotionally engaging headlines (e.g., “Chapter 22: Will Aru and Gunn Survive the Truth Behind Their Deaths?”).

**Metrics:** Measure the click-through rate (CTR) and time spent on page.

##### **A/B Test 2: Visual Focus on Key Plot Devices**

**Hypothesis:** Enhancing visuals for significant plot elements will drive curiosity and improve engagement.

- **Test A:** Maintain the current visual approach, emphasizing character interactions.
- **Test B:** Highlight important plot devices like the memory capsule and guilt detector in promotional content and chapter banners.

**Metrics:** Monitor reader engagement with visuals, including CTR and social media shares.

##### **A/B Test 3: Personalized Recaps**

**Hypothesis:** Providing personalized, character-specific recaps will improve reader retention.

- **Test A:** General chapter recaps summarizing the plot.
- **Test B:** Character-centric recaps (e.g., “Aru’s Journey: Will She Reunite with Gunn?” or “Mari’s Mission: Unraveling the Infernal Spirit Mystery”).

**Metrics:** Measure returning user rates, reader comments, and shares.

#### **5. Recommendations for Content Improvement**

- **Visuals:** Focus more on visually representing critical plot devices. The memory capsule and guilt detector are central to the storyline and can create intrigue if highlighted effectively in visuals.
- **Character Development:** While the Aru-Gunn-Mook love triangle is a central plot point, balancing it with the development of secondary characters like Mari and Chiyeol will enrich the story. Mari's journey to understand her past life and Chiyeol's potential redemption arc could engage readers who seek more than just romance.
- **Pacing:** Chapters that emphasize romantic tension, particularly between Aru and Gunn, should be balanced with action or mystery-driven content to maintain reader interest. Focusing solely on relationship dynamics without advancing the story risks losing engagement.

## **6. Conclusion**

*Refund High School* Chapters 22-30 introduce new characters and plot elements that have great potential to engage readers. However, some areas, particularly around relationship dynamics, show higher bounce rates due to redundancy. By implementing A/B tests on headlines, visuals, and personalized recaps, and improving the focus on secondary characters and plot pacing, user retention can be enhanced, keeping the storyline exciting for readers.