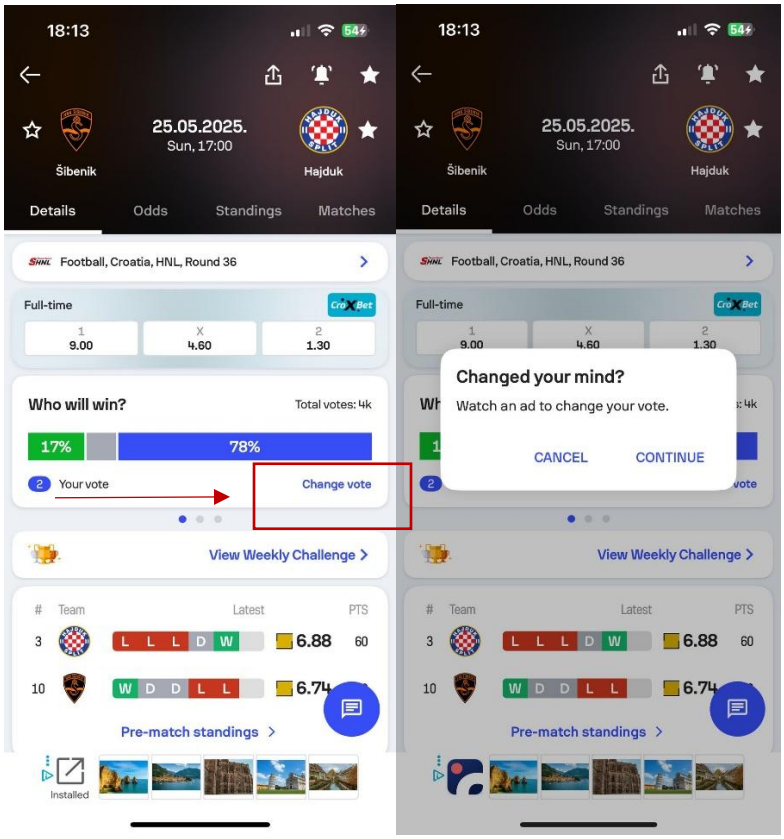
Report – Who will win? Change vote button

We are testing a new feature on the Android platform - the Change vote button, which allows users to modify their votes after submitting them. Accidental taps on vote buttons are common, and this feature aims to reduce such cases, minimizing user frustration and improving the overall user experience.

Product changes

The "Change vote" button, highlighted in the red box, is visible only to users in the treatment group of this experiment. Therefore, not all users have access to it. After clicking “Continue” on the right screen, an ad appears; once it finishes, the user is allowed to change their vote.



Hypothesis

Null Hypothesis (H_0):

There is no difference in the average number of clicks per user between the control and treatment groups.

Alternative Hypothesis (H_1):

There is a difference in the average number of clicks per user between the control and treatment groups.

Since we want users to actively use the new Change vote feature, we expect a higher average number of clicks in the treatment group. Therefore, if we observe a significantly higher average number of clicks per user in the treatment group, we can reject H_0 in favor of H_1.

Targeting

The experiment targets Android users who engaged with the app between February 2 and February 20, 2024.

Metrics

Goal metrics

Average number of clicks on the vote button per user.

Secondary metrics

Average ad impressions per user

Since an ad appears when a user changes their vote, this metric helps us understand if the new feature influences ad exposure.

Guardrail metrics

User retention

Retention is monitored to ensure that the new feature does not negatively impact user engagement. We want to avoid any drop in retention caused by potential confusion or frustration introduced by the new feature.

Success criteria

We consider the experiment successful if the following conditions are met:

- Increase in average clicks on the vote button per user, indicating that users are actively engaging with the new feature.
- Increase in average ad impressions per user, which suggests that users are using the Change Vote option and triggering ads.
- No significant drop in user retention, ensuring that the new feature does not negatively affect overall user experience or long-term engagement.

Results

Our primary objective was to assess whether the new "Change Vote" feature leads to increased engagement, measured through the average number of vote button clicks per user.

- While the treatment group had access to the new feature, the average number of vote clicks per user was slightly lower (**9.85**) compared to the control group (**9.96**).
- Statistical testing confirmed that this difference is not significant, meaning the feature did not lead to a measurable increase in vote clicks.

We also evaluated ad impressions per user, expecting a potential rise due to increased engagement:

- The treatment group showed a slightly higher average (**401.64** vs. **398.46**), but again, this difference was not statistically significant.

Finally, we compared retention rates at several time points (**1, 5, 10, 15**, and **17** days) between the groups:

- No significant differences were observed in retention across any of the time intervals.

Conclusion

Although the new feature did not negatively impact engagement or retention, it also did not provide a measurable improvement in user behaviour based on the tested metrics. This may be due to the relatively short time window of the experiment. It could be beneficial to repeat the test on a larger sample and over a longer period (e.g., more than 20 days) to better capture potential differences in the metrics.