Thinkful Drill Experimental Design

Arun Nair

For each of the following questions, outline how you could use an A/B test to find an answer. Be sure to identify all five key components of an A/B test.

* Does a new supplement help people sleep better?
  + Two versions- control version would be people not using the supplement, and a test version would be those people using it.
  + Sample- The two samples should have people following the same daily routines, and common habits, except that one group takes the supplement, and the other doesn’t.
  + Hypothesis- The group taking the supplement gets better sleep.
  + Outcome- Evaluate using key metrics such as hours of sleep, quality of sleep, and whether the people could dream.
  + Other Measured Variables- Think about side effects. Drowsiness from the supplement, inability to sleep, how tired was the group taking the supplement etc.
* Will new uniforms help a gym's business?
  + Two versions- Have a few people try the new uniforms, and the others maintain the old one.
  + Sample- Samples should have both female and male trainers, of all ages, and different sizes (ideally two of each minimum for both uniform designs).
  + Hypothesis- “The new uniform attracts more clients”
  + Outcome- The outcome should be measured by the referrals received and membership renewals in the month that the uniforms are introduced.
  + Other Measured Variables- Do the customers train better when their trainers dress smarter/have newer uniforms?
* Will a new homepage improve my online exotic pet rental business?
  + Two versions- Old homepage for one week, and new homepage during the next.
  + Sample- Determine if the samples from the two groups have similar metrics (both groups want to look at the same type of pets, the same demographic is looking online).
  + Hypothesis- “The new homepage improves the business”
  + Outcome- Outcome is determined by the click-through-rate and conversion rate the new website brings in.
  + Other Measured Variables- Track time of the day, day of the week, the costs of the pets, manage an analytics service.
* If I put 'please read' in the email subject will more people read my emails?
  + Two versions- Same email to same person, but set within a time apart from each other (One with the please read).
  + Sample- Make sure it’s the same email. Control Version should not contain please read.
  + Hypothesis- “Hypothesis makes people read the email”
  + Outcome- The outcome will be determined if the person responds to the email (specify to reply in both emails).
  + Other Measured Variables- Make sure it is sent at the same time (weekday when the person maybe busy at work).