



## A/B Testing Analysis

The analysis shows that the greater effect is on new users, and especially female and unknown-gender users (see Figure 1, bottom). In this sense, the new UI could help bring more traffic and get new users better started with the platform. Note that this helps us discard the feature's novelty effect since both users in control and treatment are new to the platform. Similarly, non-reader users seem to be more likely to spend more time with the new UI but unlike new users, we do not know whether this is due to the novelty effect, lack of familiarity with Quora, or the introduction of new UI.

On the other hand, the effect is not statistically significant for contributor users regardless of gender, which is unsurprising given that these are probably hard-core Quora users (I call them hard-Quora users). As for readers, we see that the new UI effect is statistically significant but not as high as for new and non-reader users.

For future experiments, we should increase the control sample size and keep the proportion across all segments as close as possible (current ratio is 80:20 control: experiment). For instance, there's a difference of 3-4% for the reader and new-user segment across the control and treatment group.

Although the results are statistically significant between the two treatments for most of the segments, the increase in time spent on Quora after the introduction of new UI seems to be small (two minutes at most for the unknown-gender new-user). We need to study better the trade-offs and see if this small increase outweighs the cost of maintaining the feature.

Figure 1. Per user-type distribution of active minutes for control and treatment

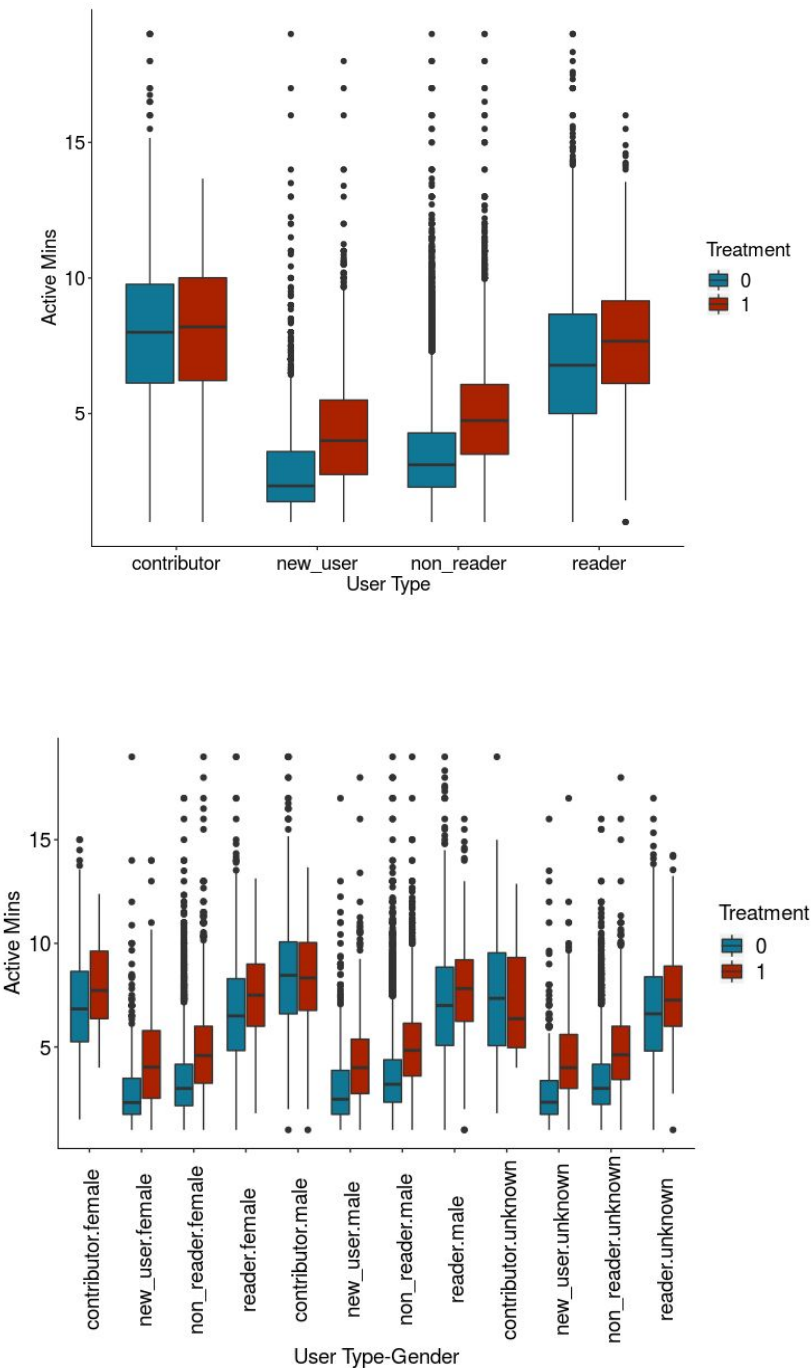


Figure 2. Per-gender distribution of active minutes for control and treatment

