1. What will you do if you need to apply some updates to the test which is currently LIVE. Please mention all the procedures.

Ans: If you need to apply some updates to the test which is currently LIVE then:

* If you modify one of your tests while it is running, you must validate the publication of the changes by clicking on the “Publish” button at the top right of the editor. Without this validation, your changes will not be taken into account.
* After you have started a test or validated a change, it may take up to ten minutes for the script containing your changes to be updated on our CDN. So wait at least ten minutes before checking whether your changes have had the desired effect.
* Your browser’s cache content and your cookies may disrupt test debugging. Make sure to delete them before trying to see why your changes aren’t showing up.
* As a general rule, if you wish to make further changes to your pages such as changing block layout, it is recommended that you make these changes with JavaScript/jQuery code rather than using the graphical editor’s features. You can make your changes with fewer steps and avoid creating duplicate sets of changes that might overlap or cancel each other out.

2.What are the targeting options provided by the ABTasty to determine when test changes should be applied? Explain with examples.

Ans: The targeting options provided by the ABTasty to determine when test changes should be applied are:

* **As Soon As Possible**: This option does not wait until the Document Object Model (DOM) is loaded to apply your changes. This means that you can apply your changes faster, provided that they do not rely on elements that haven’t yet loaded. In practice, this method will be used mostly during redirection tests, where we do not need to wait until the initial page’s DOM is loaded to redirect the visitor to another page.

* **When the targeting conditions are met (ajax websites):** This option checks at regular intervals (every 2 ms.) if your targeting criteria are satisfied. You must use this method when your changes involve elements loaded in AJAX and which are therefore not available to document ready, for example, after a user action or if the item is created by JavaScript call back. If you are in this situation and the element you are trying to change has an ID named "elementID ", you must first add in the targeting options, a criteria type "ID / Class / Element " for which the ID should be the same as "#elementID" and then select the option "Until they Match".
* https://support.abtasty.com/hc/en-us/articles/200239297-Index-of-targeting-options

3.Will a test work if the visitor doesn’t accept cookies and has deactivated JavaScript? Why?

Ans: No, test cannot work if the visitor doesn’t accept cookies and has deactivated JavaScript because Cookie contains the data which is necessary to apply changes in the test.

4. In the editor, you can modify an element’s HTML code directly by selecting the Edit HTML option. Why do we have to apply precaution measures before using that option?

Ans: We have to apply precaution measures before using that option because by editing an element’s HTML code, that element becomes entirely static.

5. Please mention new test setup procedure.

Ans: The following steps are required for new test setup procedure:

* Setting up the AB Tasty tag on all the pages of your site.
* Creating the different versions of your pages ("variations") in AB Tasty’s WYSIWYG editor.
* Configuring the testing options (in particular, the test target and the traffic affected by each variation)
* Defining which indicators should be measured.
* Running the test and reading the results.
* Click on create option and after that on a/b test.
* On main information, Enter sample url, test name and necessary description.
* On variation editor, we can create different recipes by clicking new variation, on clicking recipes we can add html, css, javascript as necessary. Also, add “Action Tracking”, “Global code” which is on the right side.
* On targeting, we can define your target audience .And on clicking Add a targeting criterion we can target with IP address, target different pages with unique classes,ids,etc.
* On traffic allocation, we can split traffic within the test according to different variations and orginal vesions

6.What are the preventive measures needs to be followed before applying any test changes on the website?

Ans: The preventive measures need to be followed before applying any test changes on website are:

7. What do you mean by action tracking, recipes/variations?

Ans: Recipes/variations is mean creating different test options. By default, two variations are available in the interface to enable you to run an A/B test. One of the variations represents your original page, and the subsequent one(s) represent(s) your variants. These two variations cannot be deleted.

Action Tracking means collecting the number of clicks on an element of the web page you have created a test or a personalization on.

8. Why do we use traffic allocation?

Ans: We use traffic allocation for following purposes:

* To check the number of visitors of each variation.
* To check number of conversions recorded for each variation
* Percentage of improvement over the original version.

9. What is the difference between test level global code and store level global code.

Ans: The difference between test level global code and store level global code is test level global code only runs on particular test we created while store level global code runs on all the test created inside for a website.

13. Why do we use IP targeting method?

Ans: IP targetting method is used to run a test campaign because it enables to restrict the visibility of test to specific IP address only.

11. How do you verify, whether newly added response point is firing correctly or not?

Ans: We verify it by checking the result on the console .

14. In the targeting section, there are two options available for **TARGET PAGES** targeting criteria. Two options are *All pages* and *Events targeting*. Explain their uses.

Ans:

ALL pages: This option enables you to display changes on all the pages that match the domain name of the website and on which the AB Tasty tag has been implemented.

Events Targetting: This option enables you to display changes on the pages of a website once the user has performed a certain action. This option must be combined with the ABTastyStartTest JavaScript function and implemented in the Global Code of your account. For more information, refer to condition a test on an event.

16. Suppose you have an ecommerce website and is registered on the ABTasty, how do you approach to the people and lure them to your site? Please explain.

Ans: I can lure people to my site by:

* By creating different test scenarios/variations and provide them a improve user experience.