

As per my analysis, the new UI should bring more new users to the website. Also, wrt to gender, I think it overall improves the engagement across all the gender types. Hence new UI could bring more traffic to the website. There might be novelty effect too. Similarly non-readers are likely to spend more time with the new UI. Now this might be due to the novelty effect.

I have observed that distribution of reader, non-reader and contributor is same in both the groups. There is high proportion of non-readers users in control and treatment groups. Since the goal was to improve the user engagement among all the users, therefore the distribution should have been same.

I have observed that for treatment group there is significant improvement in average active minutes. Also, comparing within the genders, we see male members have a higher activity in comparison their female counterparts.

On the other hand, the new UI is not significant for contributors regardless of gender, since these people are hyper-users, I do not see significant change in contributors. As for readers, the new UI is somewhat statistically significant.

Although the results are statistically significant between the two treatment groups for most of the segments, the increase in time spent on Quora after the new UI would be small. We need to see the trade-offs and see if this small increase outweighs the cost of maintaining the feature.

