**Individual Assignment: First Draft of A/B Survey**

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| Business client | Hi Tea |

Present the A/B test design (image below).

A B

A collage of a photo of a person holding a cup

Description automatically generatedA collage of a person holding drinks

Description automatically generated

**Draft your first A/B Test survey.**

**Use a 5-point (or 7-point Likert scale).**

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| Write 3 warm-up questions  (Easy to answer questions related to your business) | 1. How often do you drink tea in a week?   (Once a week, Every other day, Every Day)   1. What type of tea do you prefer?   (black, green, herbal, bubble, Milk Tea)   1. What would encourage you to try a new tea brand or product? (Taste, health benefit, brand, quality, affordability) |
| Write 3-4 outcome variable questions | 1. After viewing this post, would you be interested in visiting Hi Tea?   (1=Highly unlikely, 2=Somewhat Unlikely, 3=Neutral, 4=Somewhat Likely, 5= Highly likely)   1. How likely would you buy the item featured in this post? (1=Highly unlikely, 2=Somewhat Unlikely, 3=Neutral, 4=Somewhat Likely, 5= Highly likely) 2. How likely would you try more items on this website? (1=Highly unlikely, 2=Somewhat Unlikely, 3=Neutral, 4=Somewhat Likely, 5= Highly likely) 3. What will make you follow Hi Tea?   (1=updates on food, 2= updates on drinks, 3=discounts, 4=day’s special) |
| Write 2 questions about customer loyalty | 1. Would you be interested in revisiting? (Yes, No) 2. How likely would you recommend our tea to your family or friends?   (1=Not at all, 2=Moderately, 3=Somewhat, 4=Fairly, 5=Absolutely)   1. Which of the following tea shops have you visited in the past year?   (Hi Tea, Gong Cha, Taichi, None) |
| Write 3 questions about customer characteristics | 1. When do you drink tea?   (Morning, Afternoon, Evening, Night, Anytime)   1. What factors influence your choice of tea?   (Caffeine, Taste, Content Mood, Traditional, Recommendations)   1. Eating healthy is important to me. (Yes, No) 2. What makes you revisit us?   (Variety of tea, Ambience, Customer Service, Food, Location)   1. Are you more likely to try a food or beverage after seeing its picture?   (1=Highly unlikely, 2=Somewhat Unlikely, 3=Neutral, 4=Somewhat Likely, 5= Highly likely) |
| Write 2 questions about demographics | 1. Gender? (Male, Female, Not wish to answer) 2. What is your primary occupation?   (Student, Professional, resident)   1. On average how much do you spend per visit?   (Under $10, $10 – $20, $20 – $30, Over $30) |
| Link to your Qualtrics survey | <https://syracuseuniversity.yul1.qualtrics.com/jfe/preview/previewId/18600b7b-5216-4258-9359-5a6f97ef90a8/SV_cFPxGfuNTbcn4KW?Q_CHL=preview&Q_SurveyVersionID=current> |