**DRILL: Getting Testy...**

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 we outlined above.

* **Does a new supplement help people sleep better?**

We could use an A/B test between 2 supplements (Sup. A, Sup. B).

The sample population could be people who are having trouble sleeping. We could give a person in this sample population either Sup. A or Sup. B.

We hypothesize Sup. A, our product, will perform better than the competitor, Sup. B.

The key metric we choose should be hours of sleep / 24 hours. Best data would be from an Apple Watch or Fitbit type, as it is not self-reported. However, self reported data in this case would not be horrible.

Another key metric can include an energy rating in the morning.

* **Will new uniforms help a gym's business?**

We could conduct an A/B test between 2 uniforms (Uni. A, Uni. B).

The sample population could be people who are using the gym.

We hypothesize Uni. B will perform better than Uni. A.

The key metric we choose should be sales at the front desk. If customer’s opinion of the new uniforms increases sales as they enter/exit the gym, it will be worth changing uniforms from A to B.

Another key metric we can include is the churn rate of customers at the gym. This is a little messy and may not be correlated only with uniform choice.

* **Will a new homepage improve my online exotic pet rental business?**

We could use an A/B test between 2 webpages (homepage A, homepage B).

The sample population could be prospective exotic pet renters. We can cater to this sample population from an advertisement from elsewhere.

We hypothesize homepage A, our existing homepage, will perform worse than the new one, homepage B.

The key metric we choose should be sales resulting from eCommerce. If eCommerce revenue increases with a new webpage, a change would be advised.

Other key metrics may include session time and advancement from homepage to next page.

* **If I put 'please read' in the email subject will more people read my emails?**

We could use an A/B test between 2 email subjects (Sub. A, Sub. B).

The sample population could be people I am emailing on a weekly basis.

We hypothesize that subject A will decrease the likelihood of the email being read.

The key metric we choose should be a read receipt from the sender. Emails have this feature, but not many people use it.

Another key metric can include response rate.