

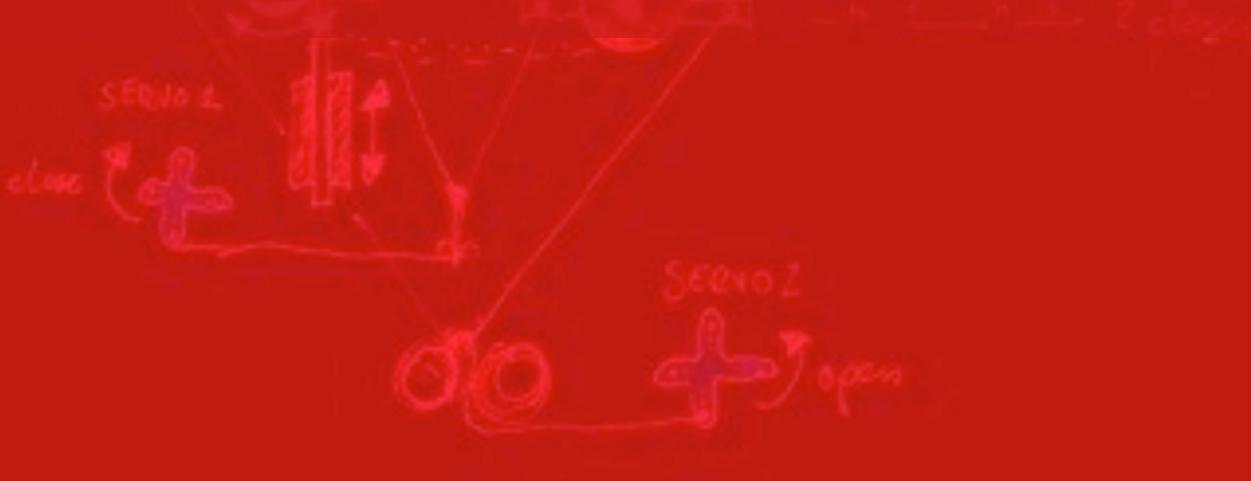
Otizumi? → see Stanford P.D. professor
or other geometric designs



Alan's idea:
attach the wires to
the middle tube

Running Experiments

SCOTT KLEMMER
FALL 2011
cs147.stanford.edu



Scott: a gate that shows
who walked through it last
Bill: a gate that measures
ceremonial gates



Lab Studies

- Planning
- Executing
- Analyzing

Articulate the Goals of Your Study

Plan Out the Steps

Create Concrete Tasks

Ethical Considerations

You are testing the
site (*not the users*)

Experimental Details

Options for capturing results

The “Thinking Aloud” Method

- Need to know what users are thinking, not just what they are doing
- Ask users to talk while performing tasks
 - tell us what they are thinking
 - tell us what they are trying to do
 - tell us questions that arise as they work
 - tell us things they read
- Make a recording or take good notes
 - make sure you can tell what they were doing

Thinking Aloud (cont.)

- Prompt the user to keep talking
 - “tell me what you are thinking”
- Only help on things you have pre-decided
 - keep track of anything you do give help on
- Recording
 - use a digital watch/clock
 - take notes, plus if possible
 - record audio & video (or even event logs)
- Will thinking aloud give the right answers?
 - not always
 - if you ask a question, people will always give an answer, even if it has nothing to do with facts
 - try to avoid specific questions

Recruiting participants

Before “real” users...

Setting up the test sessions

Greeting Participants

Instructions to Participants

Conducting the usability test

- **The facilitator:**
 - welcomes the participant and introduces anyone else who is in the room
 - invites the participant to sit in front of the computer where the participant will be working
 - explains the general goal of the session—to have the participant try out a Web site (or whatever the product is that is being tested)
 - asks participant profile questions and has the participant sign the release form
 - explains thinking aloud (and may demonstrate it and have the participant do a think aloud exercise)
 - asks if the participant has any questions before starting and answers any that will not give away what you want to learn from the participant
 - tells the participant where to start
- **The participant starts to work with the Web site (or other product).**
 - The participant works on the scenario while thinking aloud. The note-takers take notes.
 - The session continues from scenario to scenario until the participant has done (or tried) them all or the time allotted has elapsed.
- **The facilitator asks the end-of-session questions**
 - thanks the participant, giving the participant the agreed-on incentive, and escorts the participant out.

Collecting Data

- process data
 - observations of what users are doing & thinking
- bottom-line data
 - summary of what happened (time, errors, success)
 - i.e., the dependent variables

Measuring Bottom-Line Usability

- Situations in which numbers are useful
 - time requirements for task completion
 - successful task completion
 - compare two designs on speed or # of errors
- Ease of measurement
 - time is easy to record
 - error or successful completion is harder
 - define in advance what these mean
- Do not combine with thinking-aloud. Why?
 - talking can affect speed & accuracy

Debriefing

Analyzing the results

- Quantitative data, which might include:
 - success rates
 - time to complete tasks
 - pages visited
 - error rates
 - ratings on a satisfaction questionnaire
- Qualitative data, which might include:
 - notes of your observations about the pathways participants took
 - notes about problems participants had (critical incidents)
 - notes of what participants said as they worked
 - participants' answers to open-ended questions

Summarize the Results

Reporting the Results

Controlled Web Experiments

Search Results

Search Initiated:	8/2/2005	Time:	12:12 P.M.
Search Location:	Zip: 32225	City:	JACKSONVILLE, JAX
33 Registered sex offenders are located in your immediate area.			

Get the **complete report** including map, **photograph**, and addresses to find out who they are and where they **live**. You will be able to enter your full address and specify a larger radius.

The complete report includes:

• Photos

• Appearance Details

• Conviction Information

• Offense Dates

• Offense Details

• Street Addresses

• Name Aliases



[See the entire sample Report!](#)

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(Email address used for RED ALERT Notifications)	
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Last Name:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="select" value="Select"/>
Zip:	<input type="text" value="32225"/>
Country:	<input type="select" value="United States"/>
Phone:	<input type="text"/>

Billing Information

By submitting this information you agree to a one time charge of \$10.00. [Terms and Conditions](#).

Upgrade my registration so I can generate "**Unlimited Reports**" when new predators are in my area for just \$4.95/month. Yes No



Credit Card Number:

Credit Card Exp. Date: /

3 or 4 Digit Code After Card #
on Back of Card:

[CLICK HERE FOR INSTANT ACCESS](#)

Back



Background

The U.S. Congress passed three laws that require States to keep track of sex offenders; the Wetterling Registration Act, the Lynchner Tracking and Identification Act and Megan's Law. On March 5, 2003, The Supreme Court ruled that information about potential predators may be posted on the Internet.

The Problem

The information is available and you have the **right** to see it. But the problem is that access is very **difficult**. You have to know the name of the individual you are looking for and in many States you must go to your police station and complete a **request form**. In some States there is a fee and limit to view only two names.

The Solution - Predator Report

Now in the **privacy** of your home you can view the same information displayed on a map of **your neighborhood**. The free service provides the number of predators in your neighborhood. You can then choose to purchase the full service, which includes details about those **sexual offenders**, including specific addresses. The full service search is based on **your exact address**.

NATIONAL ALERT REGISTRY

Be Aware • Be Alert • Be Safe

Search Results for Zip Code 32225

Search Initiated:	8/2/2005	Time:	12:11 P.M.
Search Location:	State: FL	City: JACKSONVILLE, JAX	Zip: 32225

There are currently 32 Registered Sex Offenders located in your zip code



Would you like **names, pictures and addresses?** [Click Here](#)

The National Alert Registry has made all this vital information available to you. Plus you can get a custom map of your neighborhood, identifying your home and where offenders reside in proximity to it.

Your complete "Predator Report" includes all of the below:

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Zip:

Country:

Phone:

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- Single "Predator Report" one time charge of \$10.00
- Upgrade my registration and guarantee me "Red Alert" **Automatic Report Updates & Email Notifications** when new predators are in my area for an additional \$4.95/month. [Details](#)



Credit Card Number: 

Credit Card Exp. Date: Month / Year

3 or 4 Digit Code After

Card # on Back of Card: [How to find your security code?](#)

CLICK HERE FOR INSTANT ACCESS



"I love my HAR monthly Predator Report. You can't imagine my shock to find a registered sex offender living one mile from my home. I have grandchildren that visit often and you can bet I will keep a MUCH closer watch on them from now on. HAR is a wonderful tool for keeping my family safe." Jolene S., Florida

"HAR Predator Report is wonderful! I live in an upscale neighborhood and thought I was safe, but when I checked my Predator Report I discovered that we have three (3) offenders living in our neighborhood. I was astounded." Bill S., New York

"I am very pleased that I subscribed to this. It does indeed, keep me ALERT, and AWAKE and I feel SAFER! THANK YOU for these services."
-- Justice of Colorado

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Create Your Sex Offender Map And Detailed Predator Report

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Your Neighborhood Report

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Only **\$4.95/month** more.

Red Alert includes:

1. **Automatically Updated Predator Reports** - Your map is updated daily when new information is available.
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3. **Email alerts** when our nation-wide database has been updated.



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Security Code: [What is this?](#)

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Jolene S., Florida

"NAR Predator Report is wonderful! I live in an upscale neighborhood and **thought I was safe**, but when I checked my Predator Report I discovered that we have **three (3) offenders** living in our neighborhood. I was astounded."

Bill S., New York

Sample Report



[See the entire sample Report!](#)

The complete Predator Report includes:

- Color Photos (when available)
- Appearance Details
- Street Addresses
- A Detailed Map
- Name & Aliases
- Conviction Information
- Offense Dates
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Optional Red Alert Program includes:

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-- *Justice of Colorado*

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State:	FL		

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Background

The U.S. Congress passed three laws that require States to keep track of sex offenders in their state. Registration Act, the Lyncher Tracking and Identification Act / Megan's Law. On Mar 2003, The Supreme Court ruled that information about potential predators may be posted on the Internet.

The Problem

The information is available and you have the right to see it. But the problem is that it is very difficult. You have to know the name of the individual you are looking for and in most states you must go to your police station and complete a request form. In some states there is a fee and you may only two names.

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Phone:

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3 or 4 Digit Code After Card # on Back of Card:

[CLICK HERE FOR INSTANT ACCESS](#)

Back



Free Search Results for Zip Code 32225

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32 Registered Sex Offenders currently located in your zip code



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A/B/C Split Test

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-- Justice of Colorado

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	PAGE A	PAGE B	PAGE C
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New sales	244	282	114
Change	N/A	15.57%	-53.28%

Ways design makes a difference

- The position and color of the primary call to action
- Position on the page of testimonials, if used
- Whether linked elements are in text or as images
- The amount of “white space” on a page, giving the content space to “breathe”
- The position and prominence of the main heading
- The number of columns used on the page
- The number of visual elements competing for attention
- The age, sex and appearance of someone in a photo

Quick Shots

Spend just two minutes and a few odd seconds to learn bright ideas to build, grow, or sustain your entrepreneurial drive. These bite-sized, informative videos offer a fast jolt to your fast-tracking career.



[Negotiating with Customers and Clients](#)

[Stan Christensen | Dan Springer](#)

2 min. 1 sec.



[Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#)

2 min. 2 sec.



[Taking Risks](#)

[Vinod Khosla](#)

2 min. 26 sec.

New Podcasts

From medical devices to social responsibility, corporate acquisitions to personal tales of trial and triumph, our speakers share their collective wisdom and decades of business savvy.



Podcast: [Representing the Socially Responsible Enterprise](#)

[Debra Dunn](#), Skoll Foundation | [Jay Coen Gilbert](#), B Corporation | [Bart Houlahan](#), B Corporation | [Andrew Kassoy](#), B Corporation - 50 min. 56 sec.

The co-founders of B Lab, Jay Coen Gilbert, Bart Houlahan, and Andrew Kassoy, unveil their infrastructure play that seeks to give voice to the burgeoning panoply of green business. They explain how a higher set of corporate standards accountable to the environment, employees, and the community, can craft a healthier corporate ecosystem for all.



Podcast: [Healthy Entrepreneurship in Medical Devices](#)

[Mir Imran](#), InCube Labs - 54 min. 28 sec.

Parallel entrepreneur Mir Imran, CEO of InCube Labs, has launched twenty companies - at times simultaneously. He shares his solutions-focused expertise and identifies the vitality and growth of the biomedical healthcare vertical.



Podcast: [The Path to an Acquisition](#)

[Brett Crosby](#), Google Analytics - 1 h 1 min. 5 sec.

Brett Crosby, Group Manager of Google Analytics, describes the ebb and flow of the process by which his web analytics company, Urchin, was acquired by Google. He also shares some inspirational lessons in making small business loom large.

Educators Corner, a project of [Stanford Technology Ventures Program](#) at Stanford University, is a collection of recordings from hundreds of Silicon Valley's most practiced entrepreneurs and thought leaders. The collection offers over 1,200 videos and podcasts, freely available to the public.

Please [send us an email](#) if you have any comments.

Terman Engineering Center, 380 Panama Mall, Stanford, CA 94305

Click [here](#) to unsubscribe.

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[Stan Christensen](#), Stanford Technology Ventures Program; Arbor Advisors |

[Dan Springer](#), Responsys - 2 min. 1 sec.

Dan Springer, CEO of Responsys, acknowledges that the most frequent and important negotiations often occur with customers. Furthermore, Springer advises that the keys to a successful negotiation with customers include: 1) Preparation to discover what the customer wants and 2) Identifying the few things on which you will stand firm.



Video: [Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#), Google - 2 min. 2 sec.

Repackage, rejuvenate, re-market, and re-examine those products or practices you thought would fly, and craft them a new set of wings. Head of Google product development Marissa Mayer lives by the old adage that if at first you don't succeed, try again. She pushes aspiring business thinkers to breathe new life into failed ventures, as opposed to cutting the cord.



Video: [Taking Risks](#)

[Vinod Khosla](#), Kleiner, Perkins, Caufield & Byers - 2 min. 26 sec.

Launching a start-up is not a rational act. And Vinod Khosla, a partner in Kleiner, Perkins, Caufield & Byers and former Sun Microsystems CEO, believes that success only comes from those who are foolish enough to think unreasonably. Entrepreneurs need to stretch themselves beyond convention and constraint to reach something extraordinary.

New Podcasts

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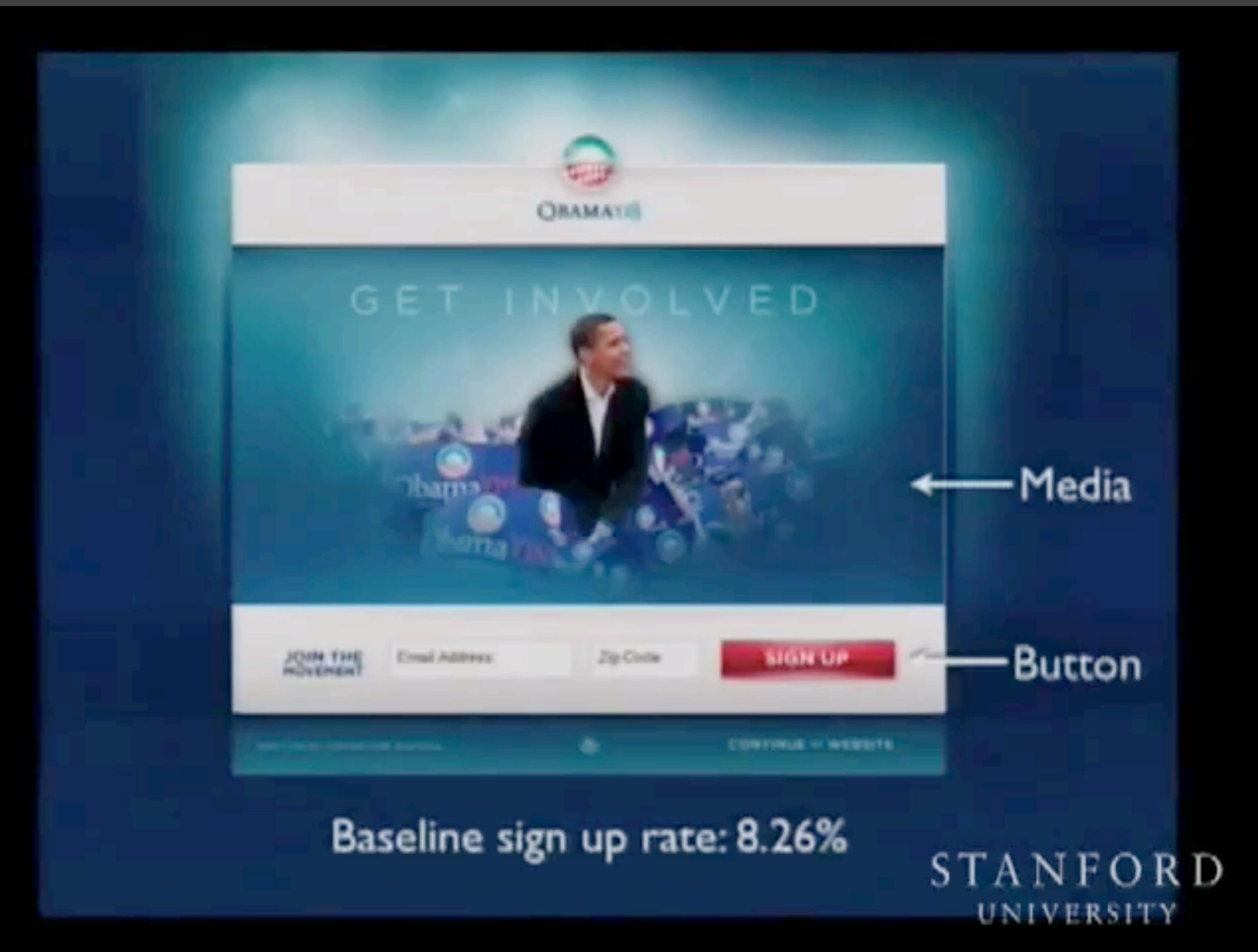
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Results

- Version A (traditional version) was sent to 6272 users.
Opened: 1638 - Click thrus: 722 - Forwards: 4
- Version B (Quick Shots version) was sent to 6263 users.
Opened: 1769 - Click thrus: 922 - Forwards: 14





Button: "Sign Up Now"

STANFORD
UNIVERSITY



For Dustin Curtis, Which performed best?

- I'm on Twitter
- Follow me on twitter
- You should follow me on twitter
- You should follow me on twitter here

For Dustin Curtis, Which performed best?

- I'm on Twitter **4.70%**
- Follow me on twitter **7.31%**
- You should follow me on twitter **10.09%**
- You should follow me on twitter here **12.81%**

Amazon Shopping Cart Recs

- Add an item to your shopping cart at a website
 - Most sites show the cart
- At Amazon, Greg Linden had the idea of showing recommendations based on cart items
- Evaluation
 - Pro: cross-sell more items (increase average basket size)
 - Con: distract people from checking out (reduce conversion)
- HiPPO (Highest Paid Person's Opinion) was: stop the project
- Simple experiment was run, wildly successful



Amazon Behavior-Based Search

Searches for “24” are underspecified, yet most humans are probably searching for the TV program

Prior to Behavior-based search, here is what you would get (you can get this today by adding an advanced modifier like –foo to exclude foo)

Mostly irrelevant stuff:

- 24 Italian songs
- Toddler clothing suitable for 24 month olds
- 24" towel bar
- Opus 24 by Strauss
- 24- lb stuff, cases of 24, etc

"24 -foo"

Showing Top Results < Previous | Page: 1 2 3 | Next >

1.  **24 Italian Songs and Arias - Medium High Voice (Book/CD): Medium High Voice - Book/CD** by Hal Leonard Corp. (Paperback - Sep 1, 1992)
Buy new: \$14.95 **\$10.17** 29 Used & new from \$9.53
Get it by **Tuesday, Oct 9** if you order in the next **24 hours** and choose one-day shipping.
★★★☆☆ ✓Prime
Books: See all 492,874 items

2.  **striped stretchie** by The Children's Place
Buy new: \$8.33
Apparel: See all 34,532 items

3.  **KOHLER Forté® Traditional 24-Inch Towel Bar, Polished Chrome #K-11271-CP** by Kohler
Buy new: \$56.20 **\$44.96** 2 Used & new from \$44.00
Get it by **Tuesday, Oct 9** if you order in the next **23 hours** and choose one-day shipping.
✓Prime
Home & Garden: See all 404,926 items

4.  **Death and Transfiguration, Tone Poem for Large Orchestra, Op. 24** by Richard Strauss (Music Download)
Download MP3 Song: **\$0.89**
MP3 Downloads: See all 8,055 items

5.  **Canon PIXMA iP3000 Photo Printer** by Canon
7 Used & new from \$274.00
★★★★☆ Electronics: See all 11,570 items

The Idea Behind BBS(*)

- Amazon/P13N had an engine for X to Y
People who bought item X bought Y
- Feed searches, i.e.,
People who searched for X bought Y
- Prototype looked great
- Integration with Search would take a long time:
different team in A9 in the Bay Area
- They also highlighted a flaw:
The results don't always have the search terms.
Example: search for “sony hd dvd player” and you will see
Toshiba players
(Sony sells Blue Ray, not HD DVDs)

End Result

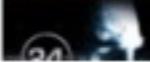
- Ran experiment with very thin integration
- Strong correlations shown at the top of the page, pushing search results down
- Implemented simple deduping of results
- Result : +3% increase to revenue.
- 3% of \$12B is \$360M
- For the Stanford crowd: An intern from Berkeley wrote V1 of BBS

"24"

Related Searches: [24 season 6](#), [lost](#), [prison break](#).

Showing Top Results [« Previous](#) | **Page: 1 2 3** | [Next »](#)

Explore our selection of Fox Television's [24](#) at Amazon.com's DVD store

<p>1. </p> <p>24 - Season Six by Kiefer Sutherland, Carlos Bernard, Dennis Haysbert, and Elisha Cuthbert (DVD - Dec 4, 2007)</p> <p>Buy new: \$59.98 \$38.99</p> <p>Available for Pre-order. This item will be released on Dec 4, 2007.</p> <p> </p> <p>Also Available For Download From Amazon Unbox</p> <p>DVD: See all 430 items</p>	<p>2. </p> <p>24 - Season Five by Kiefer Sutherland, Mary Lynn Rajskub, Kim Raver, and Jean Smart (DVD - Dec 5, 2006)</p> <p>Buy new: \$59.98 \$41.49 93 Used & new from \$21.02</p> <p>Get it by Tuesday, Oct 9 if you order in the next 24 hours and choose one-day shipping.</p> <p> </p> <p>Also Available For Download From Amazon Unbox</p> <p>DVD: See all 430 items</p>	<p>3. </p> <p>24 - Season One by Kiefer Sutherland and Dennis Haysbert (DVD - Sep 17, 2002)</p> <p>Buy new: \$59.98 \$39.99 176 Used & new from \$11.80</p> <p>Get it by Tuesday, Oct 9 if you order in the next 25 hours and choose one-day shipping.</p> <p> </p> <p>Also Available For Download From Amazon Unbox</p> <p>DVD: See all 430 items</p>	<p>4. </p> <p>24 - Season Three by Kiefer Sutherland, Carlos Bernard, Reiko Aylesworth, and Dennis Haysbert (DVD - Dec 7, 2004)</p> <p>Buy new: \$59.98 \$48.99 113 Used & new from \$20.00</p> <p>Get it by Tuesday, Oct 9 if you order in the next 25 hours and choose one-day shipping.</p> <p> </p> <p>Also Available For Download From Amazon Unbox</p> <p>DVD: See all 430 items</p>	<p>5. </p> <p>24 - Season Two by Kiefer Sutherland, Carlos Bernard, Reiko Aylesworth, and Sarah Wynter (DVD - Sep 9, 2003)</p>
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Marketplace: Solitaire v Poker

This experiment ran in Windows Marketplace / Game Downloads
Which image has the higher clickthrough? By how much?

The screenshot shows the Windows Marketplace interface. The search bar at the top contains "Windows Marketplace". Below it, there are tabs for "Downloads", "All Software", "Hardware", "Top Sellers", "Experience Vista", "Game Downloads", "Security Downloads", and "IE Add-Ons". A search bar with the placeholder "Search:" is followed by a "Go" button. The main content area is titled "Card & Casino Game Downloads". On the left, there's a sidebar for "Narrow Your Selection" with sections for "By Cost" (Free-\$9.00, \$10.00-\$19.00, \$20.00-\$29.00, \$30.00-\$49.00, \$50.00-\$69.00, \$70.00-\$129.00) and "By Manufacturer" (DreamQuest, DeepNet Technologies). The main content area displays a product card for "Solitaire Master 2" by Egames. The card includes a thumbnail, the title, the developer, a brief description ("Solitaire Master 2 contains 300 great games including Klondike, Free Cell, Deuces Queens, Cats Cradle, Four Leaf Clover, Spider Web and many more! Plus..."), the price (\$12.99), and an "ADD TO CART" button. To the right of the main card, there are two "Spotlight on" items: "Championship Gin Pro Card Game for Windows XP" and "Tight Shark Hold'em Advisor", each with a thumbnail, title, developer, description, price, and a "Read reviews | Download now" link.

A: Solitaire game

B: Poker game

A is 61% better

The screenshot shows the Windows Marketplace interface, identical to the one above but with a different product listing. The search bar at the top contains "Windows Marketplace". Below it, there are tabs for "Downloads", "All Software", "Hardware", "Top Sellers", "Experience Vista", "Game Downloads", "Security Downloads", and "IE Add-Ons". A search bar with the placeholder "Search:" is followed by a "Go" button. The main content area is titled "Card & Casino Game Downloads". On the left, there's a sidebar for "Narrow Your Selection" with sections for "By Cost" (Free-\$9.00, \$10.00-\$19.00, \$20.00-\$29.00, \$30.00-\$49.00, \$50.00-\$69.00, \$70.00-\$129.00) and "By Manufacturer" (DreamQuest, DeepNet Technologies). The main content area displays a product card for "5 Card Draw Poker" by Andrei Jurko. The card includes a thumbnail, the title, the developer, a brief description ("Five card draw is one of the most popular poker variation around the world. This software features smart AI players, nice graphics and sound. Have fun..."), the price (\$9.95), and an "ADD TO CART" button. To the right of the main card, there are two "Spotlight on" items: "Championship Gin Pro Card Game for Windows XP" and "Tight Shark Hold'em Advisor", each with a thumbnail, title, developer, description, price, and a "Read reviews | Download now" link.

Checkout Page

The **conversion rate** is the percentage of visits to the website that include a purchase

A

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- Satisfaction Guaranteed
- 30-day, hassle-free Returns
- 100% Safe, **Secured** shopping
- We assure your Privacy

100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00
				Update	Total: \$0.00

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Continue Shopping **> Proceed To Checkout**

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B

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- Satisfaction Guaranteed
- 30-day, hassle-free Returns
- 100% Safe, **Secured** shopping
- We assure your Privacy

100% Secured Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00
				Discount	\$0.00

Enter Coupon Code

Select Shipping Method Standard (\$5.95)

100% Secured Checkout

Recalculate **Continue Shopping** **> Proceed To Checkout**

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Which version has a higher conversion rate?

Office Online Feedback

A

Please let us know if this content was helpful.

Rate this content:

★★★★★

Tell us why you rated the content this way (optional):

Remaining characters: 650

Submit

B

How helpful was this information?
Click a star.

Not helpful ★★★★☆ Very helpful

Click to rate: 3 out of 5 stars

↓

How helpful was this information?
Click a star.

Not helpful ★★★★☆ Very helpful

Why did you rate the information this way?

Remaining characters: 650

Submit

Feedback A puts everything together, whereas feedback B is two-stage: question follows rating.

Feedback A just has 5 stars, whereas B annotates the stars with “Not helpful” to “Very helpful” and makes them lighter

Which one has a higher response rate? By how much?

B gets more than double the response rate!

Another Feedback Variant

C

Was this information helpful?

How was this information helpful?

What are you trying to do?

How can we make this information more helpful?

Call this variant C. Like B, also two stage.
Which one has a higher response rate, B or C?
C outperforms B by a factor of 3.5 !!