**A/B USER TESTING**

**Changes between Version A and Version B**

1. Background color is changed. (Color Theory)
2. Grid layout is used in both versions. Version A has better space utilization than version B. (gutter space between modules is reduced)
3. Figure-ground principle was put to use in Version A.
4. Visibility for images of the products is better in Version A.

**Null Hypothesis:**

The number of incorrect clicks participants got on Version A will be equal to the incorrect clicks participants got on Version B.

**Alternate Hypothesis:**

The number of incorrect clicks participants for on Version A is going to be lesser than that of Version B because *we changed the background color in Version B to be colorful.*

**Number of users for A/B testing –** 2

**User Task for A/B Testing:**

Sign up for the website and then buy any product.

**Evaluation Criteria:**

1. Number of incorrect clicks
2. Time taken to complete the task

**Evaluation Report of User Testing:**

If the user reached the Order details screen, then the task is a success.

User 1: Version A

* Number of incorrect clicks: 0
* Time taken to complete the task: 12 seconds

User 1: Version B

* Number of incorrect clicks: 2
* Time taken to complete the task: 20 seconds

User 2: Version A

* Number of incorrect clicks: 0
* Time taken to complete the task: 10 seconds

User 2: Version B

* Number of incorrect clicks: 0
* Time taken to complete the task: 16 seconds

**Conclusion:**

The average time taken to complete the task on Version A: 11 sec

The average time taken to complete the task on Version A: 18 sec

Further statistical testing might be needed to decide which version is better

**Links to prototypes:**

Prototype A:<https://invis.io/BF12LN6L4QZP>

Prototype B:<https://invis.io/VF12LN0YKCYZ>