A/B Tests

DS 1.4.1

1. Does a new supplement help people sleep better?

The control version will be the group of people who do not take supplements and the test version will be the group that does. The two groups should vary in age and gender but should still be similar overall. The hypothesis will be that the group taking the supplement will sleep better than the group that does not take the supplement. The change can be measured by number of hours asleep, quality of sleep on a scale of 1-10, or looking at sleep activity if a tracker is used. The outcome will determine the successfulness of the particular supplement used.

1. Will new uniforms help a gym's business?

The control version is old uniforms and the test version is the new uniforms. The results should be measured over the course of a few months, so samples can be similar. The two groups will be one exposed to the new uniforms and one exposed to the old uniforms. The hypothesis will be that the new uniforms will not help the gym’s business. The effectiveness of the uniforms can be measured by the number of new gym members and the turnover rate of current members.

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

The control version is the old homepage and the test version will be the newly updated homepage. One sample group will be exposed to the old homepage and the other group will be exposed to the new homepage. The timeframe for this test can be set to one month. During that time an equal number of people will be exposed to both versions. The hypothesis is that the new homepage will improve the business. This change can be measured by new signups and amount of profit.

1. If I put ‘please read’ in the email subject will more people read my emails?

The control version will be emails without ‘please read’ and the test version will be emails with ‘please read.’ The two sample groups should be of similar age and an equal mix of male and female. The hypothesis will be that including ‘please read’ in an email will not lead to more people reading the email. Perhaps if there was a link to click in the email, the change could be measured in the number of clicks received. If read receipts can be used on emails, that would be another effective way of measuring how many people read the email.