# Group assignment: Design an A/B Test

## Case: Improve Engagement Rate on Hyper Island's Data Analyst Program Page

### Challenge:

Currently, only **25%** of visitors scroll down past the hero section of the Data Analyst program page on Hyper Island's website. This means **75%** leave without engaging further. Your goal is to design an A/B test to significantly increase the scroll-down rate and user engagement.

### Deliverables:

- **Link to Miro board** documenting your ideation session
- **Backlog of 10 formulated hypotheses**
    - *(Use format: "If [change], then [expected outcome], because [reason or insight]")*
- **ICE scoring** for each hypothesis *(Impact, Confidence, Ease)*
    - Each hypothesis should also have a couple of sentences on reasoning.
- **Experiment design for one experiment**(google slides/PP)
    - Formulated hypothesis
    - Description of hypothesis
    - Visual mock-ups clearly showing the Control (A) and Treatment (B) versions.
    - Pre-analysis
        - Estimated uplift
        - Test duration estimate using the provided sample data.
- **AB-test Autopsy | PWD**
    - One written page
    - Perform an autopsy on your A/B test after designing the A/B test. Evaluate and reflect on your A/B test. For example:
        - Explain your reasoning behind why you ended up choosing the A/B test, other than referring to it being the hypothesis ranked as no. 1 in the ICE ranking.
        - Do the costs outweigh the benefits given the expected MDE, the resources necessary to develop version B, and the expected duration of the A/B test? Are there things that could be done to increase the sample size or expected MDE, if necessary?
        - What actions could be taken in order to get a better estimation of Ease for the top three hypotheses based on the ICE ranking?

Essentially, where could you potentially find data that would lead to a better ranking of Ease?
    - What could be a second iteration of this experiment if the result from the A/B test would give you a significant uplift? How could you improve it even further?
    - What other data, other than the ones in the provided dataset, would you like to look at when evaluating the A/B test? Is there any other data you would like to have available for the pre-analysis?

**Considerations:**

- Why might visitors currently not scroll further down?
- How could the content, visual elements, or layout above-the-fold influence user behaviour?
- Consider aspects like copywriting, images/videos, calls-to-action, visual hierarchy, button placement, pop-up messages and clarity of messaging.

Your team will present your Google Slide/PP for the Experiment design, explaining your decision-making and rationale clearly and convincingly.

**Good luck!**

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