Does a new supplement help people sleep better?

1 two versions: two groups: one with supplement, another without supplement

2 sample: randomly give supplement to 50% of people who is seeking help for better sleep, and give placebo to another 50% of people. (may need to make sure that two group of samples are in similar age, gender or health conditions)

3 hypotheses: expect people with supplement will improve their sleep.

4 outcomes: record sleeping time of all samples

5 secondary outcomes: time people spend on the bed before fall into sleep

Will new uniforms help a gym’s business?

1 two versions: control vs test

2 sample: one group with new uniforms, while another group with old uniforms. Both group from the regular user with similar characteristics

3 hypotheses: new uniform will attract more people

4 outcomes: compare the frequency that people using the gym as they are in new uniforms vs old uniforms

5 secondary outcomes: average hours spent in the gyms, membership cost.

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

1 two versions: people using the old homepage vs people using the new homepage

2 sample: randomly select 50% of people using the old homepage while the other 50% of people using the new homepage. The two group of people should be with similar characteristics: gender, age, education.

3 hypotheses: new homepage will increase the business

4 outcomes: record the average spending per customers as using the new homepage vs the old homepage

5 secondary outcomes: membership signed up rate, other spending, time spend on the website

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

Two versions: email with ‘please read’ vs regular email

Samples: send email with ‘please read’ to 50% of account randomly and send the rest with regular email. (check if sample are similar in characteristics)

Hypotheses: with ‘please read’ will draw more attention

Outcomes: email with ‘please read’ will lead to a higher click rate

Secondary outcomes: time people spend to open the email