

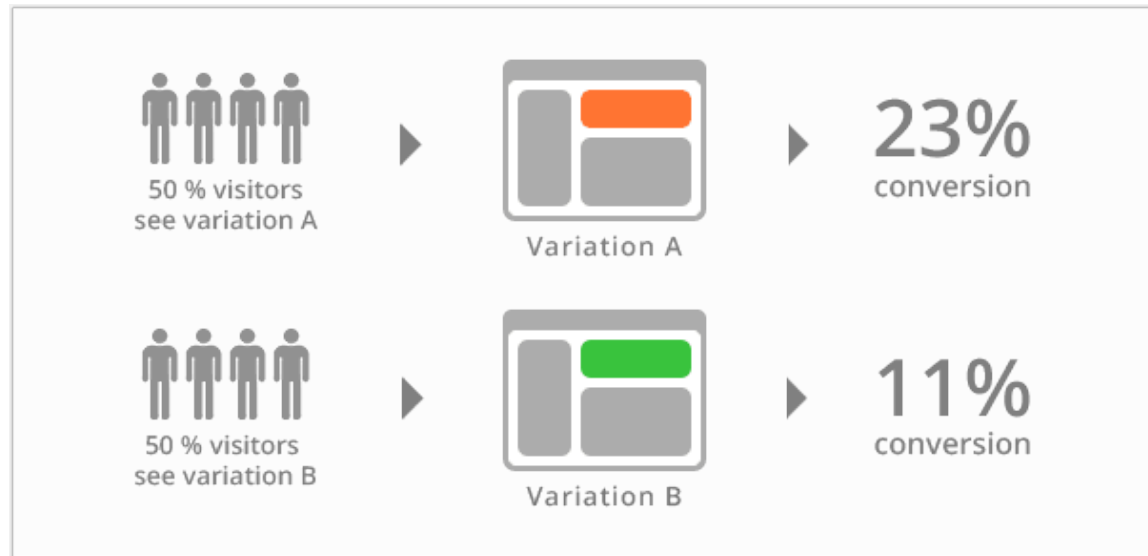
A/B testing

aka split testing, bucket testing, and multivariant testing

- Empirical
- Field study

What is it?

- Controlled experiments
 - Web site
 - Authentic users
- Split users into two groups:
 - Control
 - Test variant
- Cookies can ensure an individual gets consistent version.
- A metric (the *overall evaluation criteria*, or OEC) eg
 - Click-through rate
 - Purchases

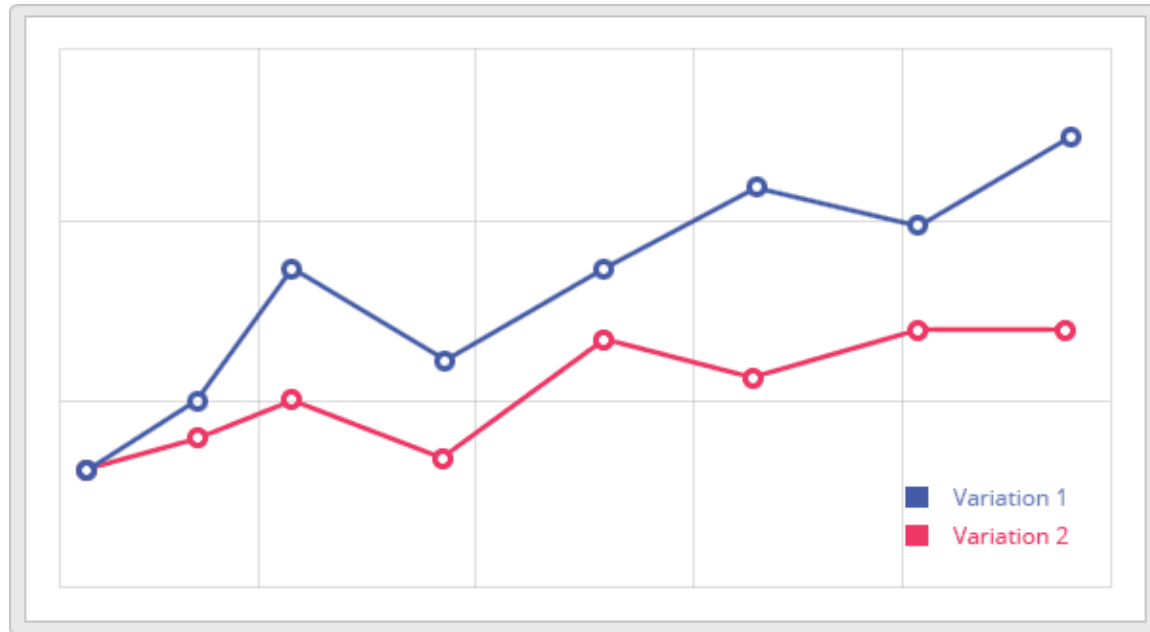


<https://vwo.com/ab-testing/>

Process

- **Driving question:**
 - eg Can I increase click through rates from my home page
- **Hypothesis:**
 - eg. Underlined links will outperform my current links
- **Calculate time to run test:**
 - eg [A/B Test Duration Calculator](#).
- **Run the test:**
 - x% of users get underlined links
 - How to decide x?
- **Review results**

<https://vwo.com/ab-testing/>



<https://vwo.com/ab-testing/>

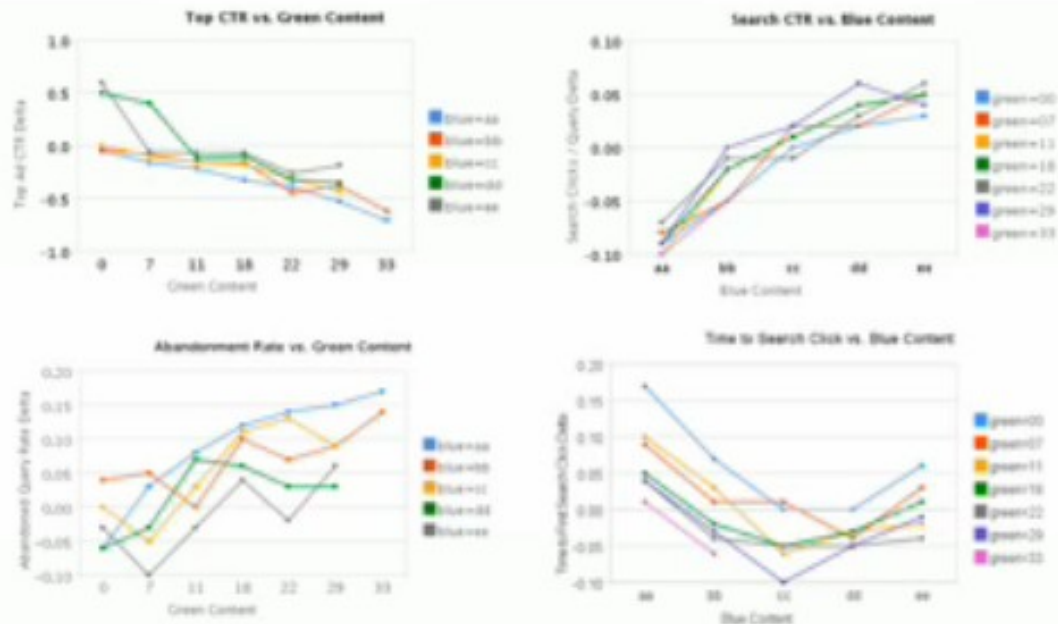
- Holson, Laura M. [2009]. *Putting a Bolder Face on Google*. New York Times. 1st Mar 2009. <http://www.nytimes.com/2009/03/01/business/01marissa.html>



Mayer, Marissa [2009]. "Design @ Google". In: *AIGA Design Conference 2009*. AIGA. 9th Oct 2009. <http://www.aiga.org/content.cfm/video-makethink-2009-mayer>

41 shades of blue ... gmail blue was a little more green and the search blue was more blue

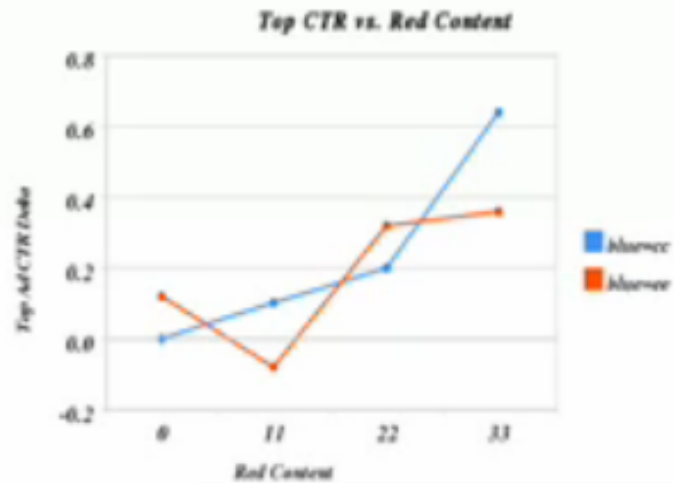
The Green & Blue Effects



More green, worse clicks on search and more abandonment

More blue, brighter the blue, faster to search click

Internet Heat Lamps



Adding red improves performance

- <http://www.nngroup.com/articles/ab-testing-usability-engineering/>
- **A/B Testing, Usability Engineering, Radical Innovation: What Pays Best?**
- by [Jakob Nielsen](#) on March 26, 2012

	A/B Testing	Usability	Radical Innovation
Cost	Low	Low–medium	High (unless lucky)
Benefits	1–10%	10–100%	100–1,000%
Risk	None	Low	High
Who can do?	Everybody	Everybody	Geniuses
How often?	Weekly	Monthly	Every 10 years
GDP impact	Medium	High	Medium

<http://www.itworld.com/article/2703183/it-management/a-b-tests--cut-the-fluff-and-spend-the-pixels-on-design-elements-of-interest-to-users.html>

- There are dozens of A/B consultants, tools and compendiums of tips and tricks. Here are a few links to check out:
- Robin Johnson, writing earlier this year in Optimizely, gives you 71 different ideas on things to test, including website copy, visual elements and just plain common sense things such as whether you have a positive or negative spin on what you are trying to sell.
- Uri Bar-Joseph, writing in SearchEngineWatch, has eight rules for A/B testing, including focusing on one variable, choosing your groups randomly and measuring the results carefully.
- Brian Conklin of Vocus has his own nine rules in this blog post, including doing an 10-10-80% split: meaning start with ten percent of your users testing each of two options. Once you determine a winner, send the results to the remaining 80 percent of your audience.
- And if you want to have some fun with A/B tests of the past, take a look at these [12 results](#) that were somewhat counter-intuitive from WhichTestWon.com, a commercial A/B testing provider.

12 results somewhat counter-intuitive
A/B tests.

<https://whichtestwon.com/>

<https://whichtestwon.com/test/with-sliders-or-without>

/ Oct 13, 2015

- Key Performance Indicator (KPI):
 - clicks on the sponsorship Call To Action button
- Difference between versions:
 - Version A: Sponsor a child page formatted with sliders
 - Version B: Radically redesigned sponsorship page, without sliders

Sponsoring a child is the most powerful way you can fight poverty

Become a World Vision child sponsor today—and change a child's world for good.



Name:
Jose
Gender:
Boy
Birth Date:
Oct 04, 2007
Location:
Mexico
Monthly Sponsorship: \$35

Jose is waiting for a World Vision sponsor. He is 7 years old and lives in Mexico.

Like many children in this country, he needs your love and support to have access to things such as clean water, nutritious food, and an education, so he can grow up to be a healthy and productive adult.



Sponsor Jose Today

SEARCH FOR A CHILD

Birth Month Birth Day Age Gender Worldwide Search for a Child

BENEFITS

HOW IT WORKS

WHO WE ARE

TESTIMONIALS

FAQS

THE BENEFITS OF CHILD SPONSORSHIP

For about \$1 a day, you'll provide children in need with access to life-saving basics like:

- Clean water
- Nutritious food
- Healthcare
- Education
- And more!

About Us

Who We Are
How We Work
Financial Accountability
Our Faith in Action
Careers & Internships

Our Impact

Child Protection
Clean Water
Disaster Relief
Economic Development
Education
Faith in Action
Food & Agriculture
Gender
Health
Interactive Map
U.S. Work

How You Can Help

Sponsor a Child
Monthly Giving
One-Time Donation
Gift Registry
Get Involved

Connect With Us

Contact Us & FAQ
Phone: 1-888-511-4548

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name@worldvision.org

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An Organization You Can Trust

In 2013, 83 percent of World Vision's total operating expenses were used for programs that benefit children, families, and communities in need. Learn more >

83% programs
12% fundraising
5% management & general

Every dollar donated becomes \$4.15 in impact to children and communities worldwide. Find out more >

World Vision Building a better world for children

SEARCH

MY BASKET (0) SIGN IN BLOG

OUR IMPACT SPONSOR A CHILD WAYS TO GIVE GET INVOLVED ABOUT US MY WORLD VISION

> Sponsor Child

My name is Leangheng

I'm a 10-year-old boy from Cambodia, and you can change my world for good!

Make me part of your family, and help me reach my goal: graduate high school and help provide for my family and change my world.

Become My Sponsor

Find a Child

Thousands of children are waiting for sponsorship around the globe. Find your perfect match!

Gender Country Age Birth Month Birth Day

Watch my video

This is my world in Cambodia

My birthday is September 20. I'm 11 this year.

I speak Khmer. Cambodian. I love to play soccer.

I am in primary school and my favorite subjects is mathematics.

This is where I live.

My parents struggle to provide for my family.

I really like my school.

Sponsorship is the most effective way to change my world

When you sponsor me for \$35 a month, you'll join with other sponsors, grants, product donations, and other donors to address challenges in my community so we can have:

Access to clean, safe water Improved nutrition and health practices Quality education that can help break the cycle of poverty Good living standards to help me realize my dreams

Have questions? Learn more about how sponsorship works. >

What if Leangheng was your child?

Watch My Sponsor's Story

"There's this part of me that wonders what it must be like to be a parent in those places. I just get it at the core, we want the exact same thing for our kids."

I'd love to be part of your family

Help change my world in Cambodia by choosing to be my sponsor and my friend!

Become My Sponsor

About Us Who We Are How We Work Financial Accountability Our Faith in Action Careers & Internships

Our Impact Child Protection Clean Water Disaster Relief Economic Development Education Faith in Action Food & Agriculture Gender Health Interactive Map U.S. Work

How You Can Help Sponsor a Child Monthly Giving One-Time Donation Gift Registry Get Involved

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USAID UNICEF Christian Aid

83% programs 12% fundraising 5% management & general

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USAID UNICEF Christian Aid

83% programs 12% fundraising 5% management & general

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And the winner is

- Version B
- 60.4% increase in clicks on the sponsorship button!
- Used:
 - Optimizely used
 - 14 days 8,600 visitors.
- Key differences
 - Story, narrative
 - updated visual flow
 - clickable colored boxes were interactive

Final Page in a 4 Step Sequence

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- We'll work within your budget
- We'll schedule around your busy lifestyle

Sign-up today for your free design consultation —in your home!

Your consultation will include:

- Custom design to fit your needs & budget
- 3D preview of your new space!

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Best time to reach you?

☐ Yes, I'd like California Closets news by email

Organize Me!



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- Both pages are well-designed and both, seemingly, doing a good job
- Version B.
 - video centrepiece, well-structured copy; it should convert
- **Version A had 439% higher performance.**
- Post-hoc rationalisation
 - text within the image brings focus
 - Form has fewer of fields looks shorter
 - “two images give the page a more authentic and trustworthy feel”

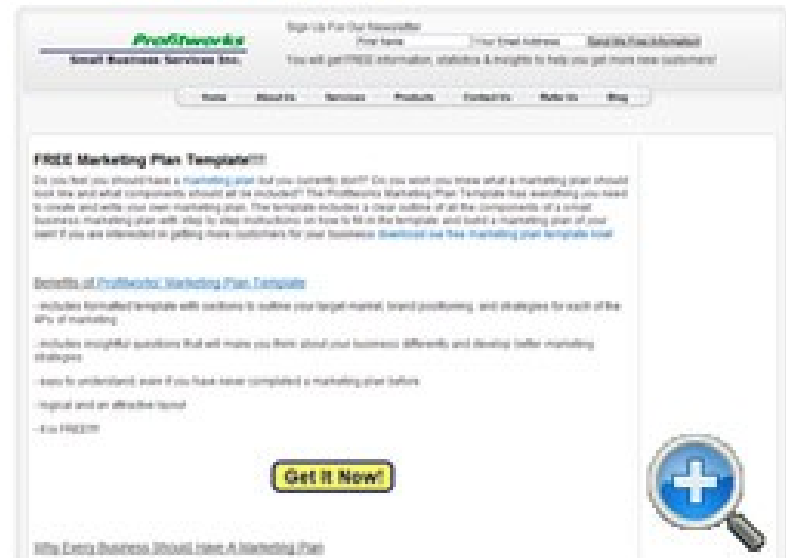
Test 11: A/B Button Color Test: Which Page Drove More Clicks to a Lead Generation Form?

VERSION A



vs.

VERSION B



- **Ah! The simple button color test.**
- “Green is an affirming color that signifies positive action, in this case it’s been used with white text which completely washes the button out. It’s hard to know what the button is for at first glance.”
- “Version B’s yellow and black button may be ugly (and I mean ugly), but it is clear and led to a 14.5% increase in conversions.”

Summary

- Studying user's actual behaviour
- Web as experimental platform
- Ease of testing
- A/B testing as an example of
 - Field studies.... Authenticity
 - Large scale empirical study cf Think-Aloud