2020 EXPERIMENT REPORT

Contents

Strategy

Purpose

We would like to see an increase revenue from the mobile website. We released a change to the current home page: In our experimental homepage, we display 10 categories nearest to the user's location instead of events this week. We believe this change will generate more revenue by making it easier for users to find events that are happening near them.

Method

We have validated our hypothesis by running a controlled experiment, or AB test. That means we have 2 different versions of our website online. We have monitored metrics to gauge the performance of each homepage.

Findings

Insights from experiment indicates that we *shouldn't change* our homepage to display *10 categories nearest the user's location*

Metrics

Channel

How the user arrived at our website

User Type

New or returning visitor to the website

Land

Whether the user landed directly on the home page or came from another page on the site

Bounce

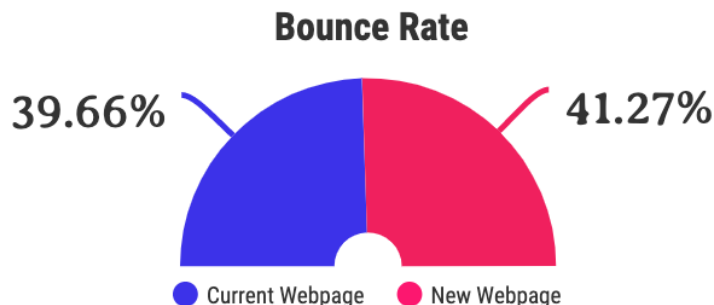Whether the user left our website after landing or not
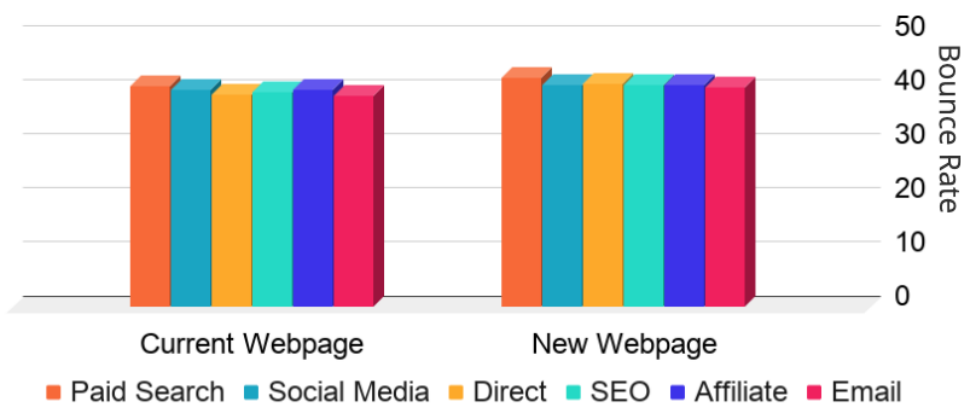
Purchase
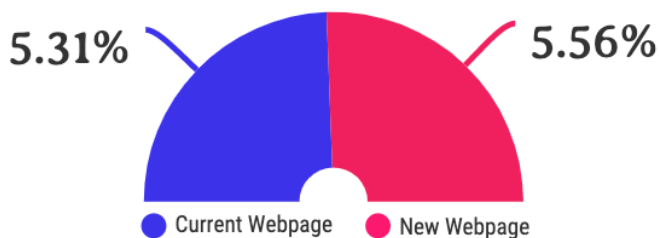
Amount of tickets sold per day

Performance

Bounce rate was **greater** in **new version** of the homepage by *1.61%*

Bounce Rate

**39.66%**   **41.27%**

● Current Webpage   ● New Webpage

42.2% of visitors **leave** our **new website** when they come through **Paid Search** compared to *40.8%* with the current version of the homepage**.**

Bounce Rate

50
40
30
20
10
0

Current Webpage   New Webpage

■ Paid Search ■ Social Media ■ Direct ■ SEO ■ Affiliate ■ Email

Conversion Rate

5.31%   **5.56%**

● Current Webpage   ● New Webpage

Conversion Rate

8%
6%
4%
2%
0%

Current Webpage   New Webpage

■ Social Media ■ Email ■ Paid Search ■ Affiliate ■ Direct ■ SEO

An interesting finding is that we have a **0.25% increase** in **revenue** with the **new version** of the homepage!
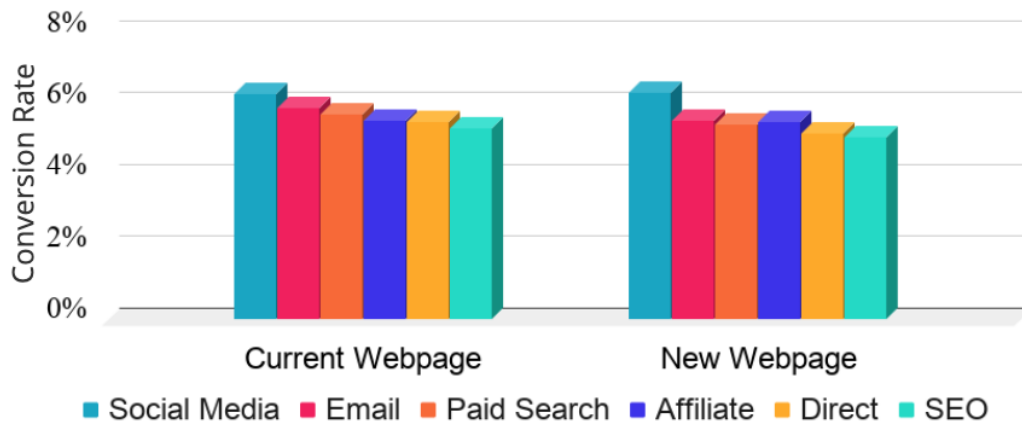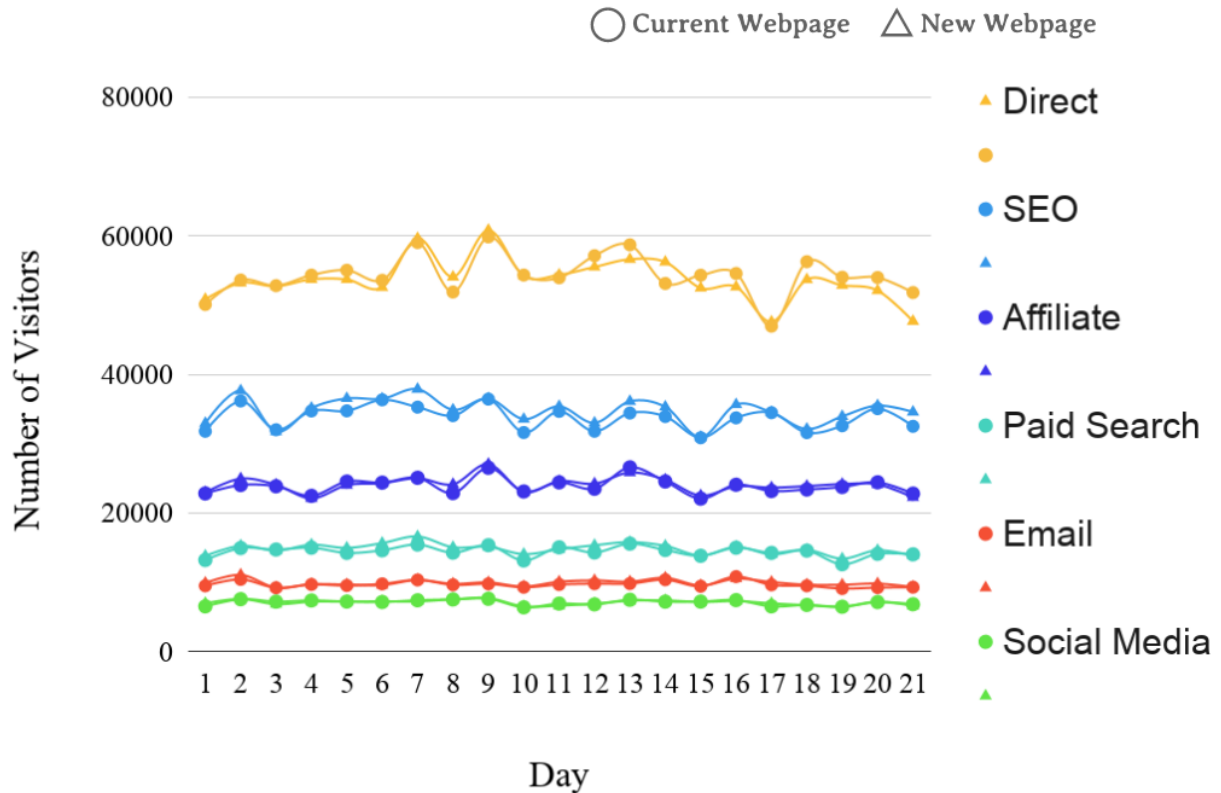
Amongst all the channels, our **best conversion rate** has been coming through **Social Media** at *6.3%.*

Performance

CHANNELS

This graph illustrates how each of our channels have performed. The experiment was conducted over a *21*-day period.

Number of visitors per day to our homepage in the **current** and **new version** of the homepage are **following significantly similar trends** across all channels**.**

The **new version** of the homepage **attracted** slightly **more** users on average. A **total** of *49,516* **more visitors** to be exact.
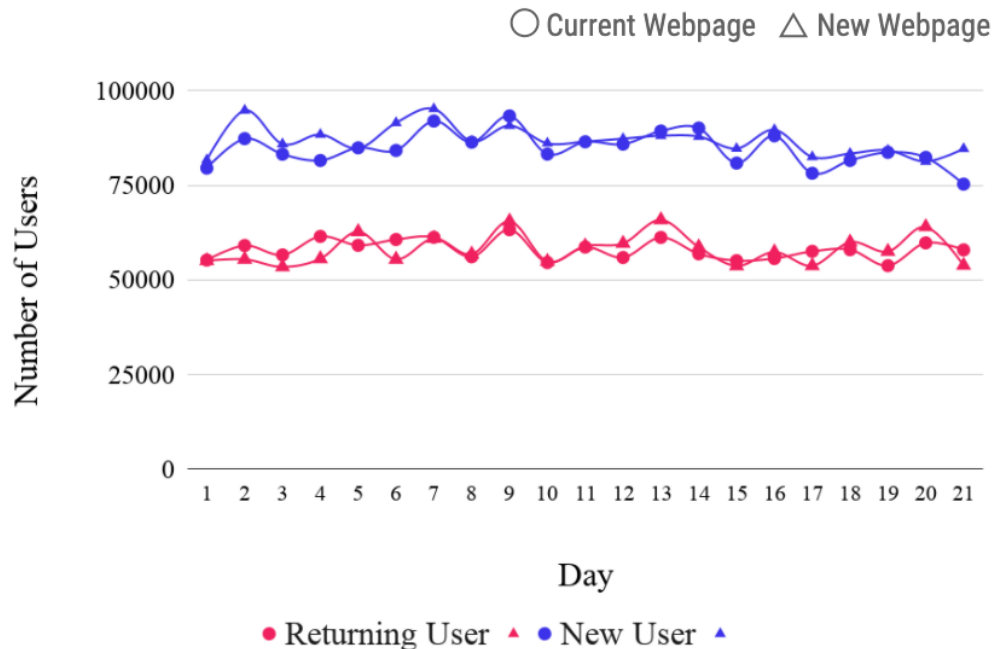
User Type

Our **new homepage** had a total of *48,418 **additional visitors (New Users)*** compared to the current version of the website in the past 21-days.

The change in the homepage has **less effect** on our **returning users**. Nonetheless, the **new homepage** has an **additional *52 returning visitors*** compared to the current version.
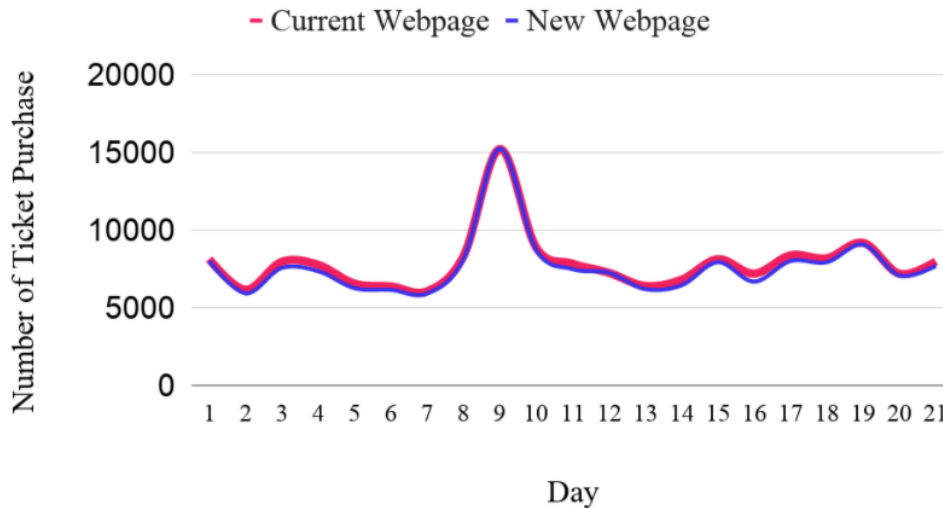

Landed

The ratio of visitors who visit our homepage directly **doesn't change,** with the average staying at *4.7%*. However, the graph shows a **slight increase** to the **new homepage.**
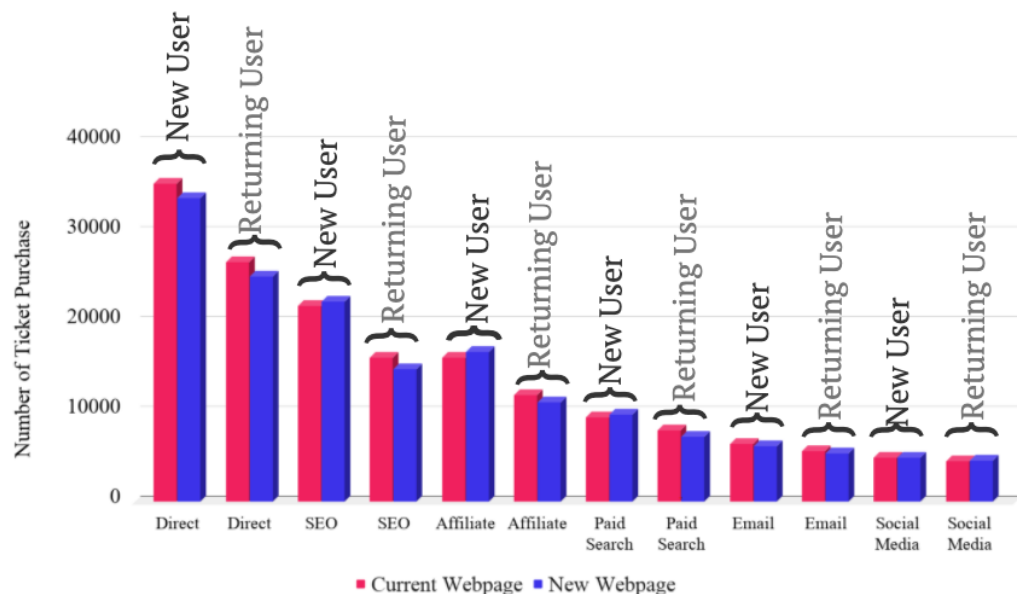
📅 Performance

Tickets

Current Webpage — **New Webpage**
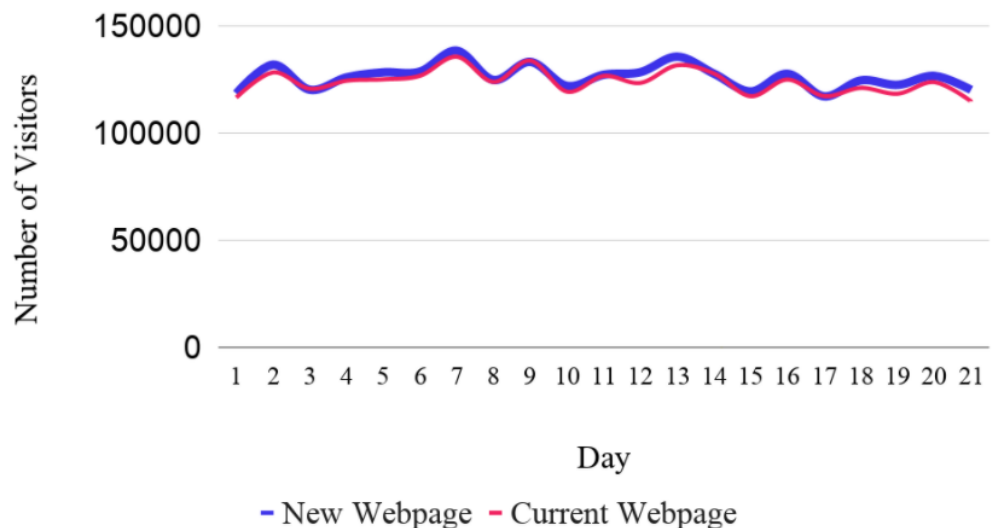
During this period **3%,** or *4,957, **more** tickets* were **sold** on our **current website** than the new version.

Purchaser Behavior Per Channel

Number of purchased ticket per channel correlates with the number of visitors to our website. In other words, they follow the exact same trend.
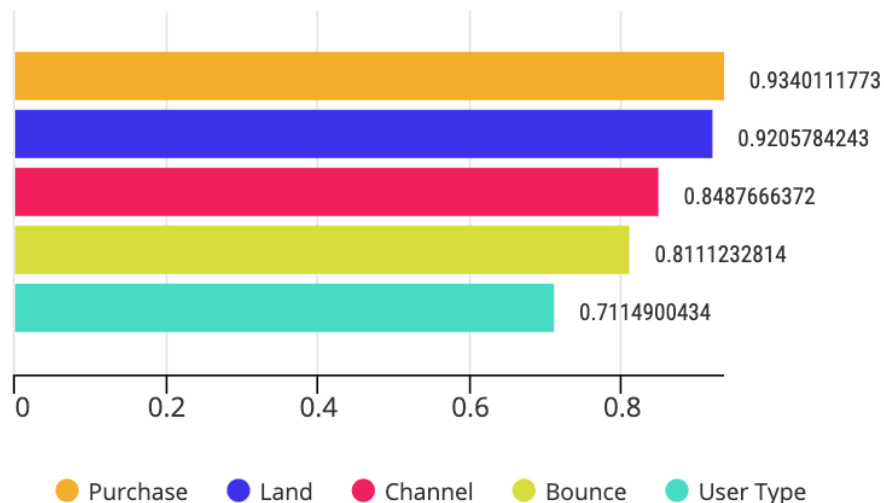
Results

The graphs indicate that the metrics have significantly similar trends within a period of 21-days.

The chart below shows a p-value for each metric. p-value is obtained as a result of a statistical test. The graph shows that non of the metrics were significantly different than the second group of visitors since all the values are above 0.05. Thus, we can conclude that experiment didn't have a significant impact.

P-Values of Metrics

Metric	P-Value
Purchase	0.9340111773
Land	0.9205784243
Channel	0.8487666372
Bounce	0.8111232814
User Type	0.7114900434

● Purchase   ● Land   ● Channel   ● Bounce   ● User Type

Since overall performance of the website is more or less the same I would advise to **revert** the change since there is a noticeable **drop in revenue (3%)**.

Next Steps

User interface and experience can be further improved on our website by following the best practices in mobile, desktop and tablet platforms.

Illustrations Front and Center

In 2020, illustrations in apps are gonna be big—literally. In a lot of cases, we're seeing flat and semi-flat illustrations in contrasting, eye-catching palettes like Outcrowd does in their design for Rent a boat.
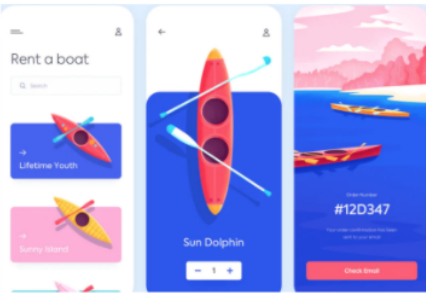
Fonts & Colors

In 2020, that's changing. Sans serif fonts aren't going anywhere, but designers are demoting them to support roles and giving serif fonts top billing.
Using two kinds of fonts together creates a visual hierarchy, instantly separating headlines from supporting text like we see Martin Zagawa does for a social app.

Another one of the top upcoming app branding trends for 2020 is maxed-out colors. And although app designers are working every color of the rainbow into their designs, a few in particular—purple, blue, pink and other neon colors—appear to be the stand-outs. Why? They're the colors of the future.
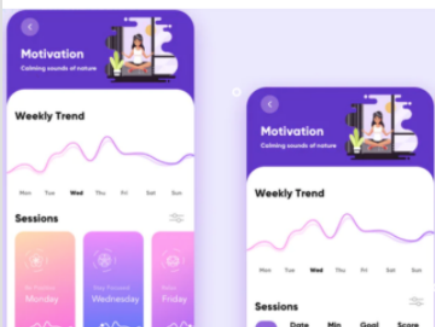
You can see all the future experiments we would like to run to improve our platform on the next page.

Next Steps

UX
- Scrolled vs stacked menus: Categories
- Events aren't displayed chronologically

UI
- Front & Center Illustrations
- Trending Colors & Fonts

Future Experiments
___
Required Data

- User Survey
- User Session Length
- Bounce Rate per Page
- CTR per Category Page
- Date
- Device Type: Mobile, Desktop, Tablet
- Interaction Type: Click, Scroll, etc
- Component that Interaction Took Place
- Site Section that the Interaction Took Place