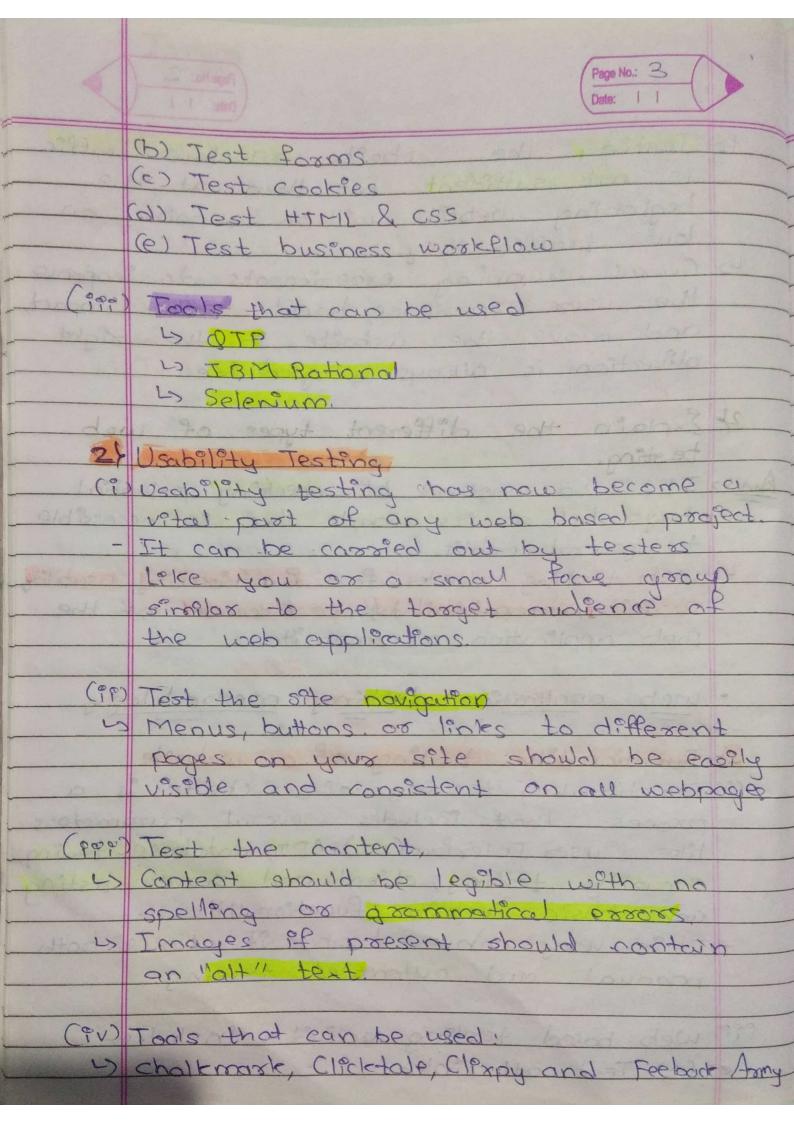
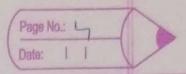
181240116001 IMSWA Vishwas Achanya Assignment-4 It Explain the website experimentation -concepts as To maximize the performance of your website, your team will need to embask on sunning experiments to help gain & a better understanding of your users and drive better 4) To ensure you maximize your experimentation efforts and move efficiently, it is conticul to have a step-by-step process your teams can follow. 5 Before jumping in and experimenting for the sake of experimenting, first lay the groundwork by building stelament bas senora, and template your team can use is the goal of supping experiments especially in the beginning is simply to leave about your usors and how the business can interact so as planned, esperially when you're starting out or trying bold, new wer if these experiments fail if you walk away with key user learnings that can be in approved in the next sprint cycle etis a win

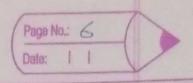
12 Testing the website on low traffic is not sufficient but then at the beginning website will be sunning on low traffic only. 5 Overall, running experiments to improve the user experience, boost basiness impact, and move the website in the right disection is always a good idea. 24 Explain the different types of web Au VII is a method of checking potential bugs before its made live is accessible to general public. by web testing checks for functionality usubility security, compatibility, performance of the web application or website. · web application testing methodology If Functionality testing of a website (i) Functionalty testing of a website is a process that includes -several parametors like user Intexfore (UI), API, database testing, security testing, client and server testing and basic website functionalities. - It is very convenient and it allows both Immual and automated testing (if web bosed testing activities includes. a) (a) Test all links



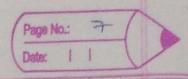


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use the web application then what happens and wask accordingly (99) Tools 15 People around us Encluding self Aus - A/B testing is the act of running a simultaneous experiment between two or more variants of page to see which one performs the best - A/B tests , also known as spirt tests. - In 1960s, marketplace started to see this kind of testing could belp them understand the impact of their advertising. · A/B testing terminology 1) Variant Ly A term for different versions of pages. 27 Champion -> Two or more variants enters but only one leaves and the other one is a champion variant. 3/ Challenger Is creating new versions to challenge the champion, hence is called challenger



44 Assigning traffic weight in an A/B test 1) Ly traffic weight is dévided requally like if there are two variont the traffic is divided so/so. Lo It is decided based on the number of variants. plaso 0/8 1/1/100 80 detast. · A/B tests Procedure 18 Identify a problem 28 Analyze user data 32 Develop a hypothesis to test 46 Conduct the hypothesis testing St Analyze the data 61 Find new challengers for your champion · Areas to Evaluate using A/B testing I) Targets & like 1) Email campaigns, newsletters, design, color scheme, layout, CTA 2/ Testing existing landing page my give your new variants a smaller beautable of frattic thon the existing champion 34 Landing page elements to be considered for testing (i) Headlines

(P) CTA

(PP) Hero shot (PV) Forms (V) Copy (Ve) Layout

Auguste down tips for A/B tester Auguste vepresentative samples of your

Use a number of automated testing tools to make sure that a random selection of people sees each version

2/ Maximize your sample size

Ly The more people you test, the more reliable your results will be

This 100% agrees to a concept that

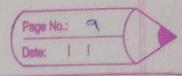
'statisticians refer to as "statistical

significance"

3x Avoid Common mistakes

button with a new fort, a new text size, new button sizes, and new button

L) But the more new elements you add, the more muddled your results will be.



4) Let the test end before making changes 13 Because A/B tests let you see the effects of a change in real time, it's tempting to end the test as soon as you see results so you can implement a new version right away. 4 However, doing so mens your recults are likely to be incomplete and are less likely to be statistically significant. St Run tests more than once Were the best AB testing softwar. returns fals positives because user behaviour is so yourable. 1) The only way to make sure your results are accurate is to sup the same test again with the same parameters 6) See what works best L) A/B testing is an efficient & effective way to gauge your audience's response to a design or content idea because it doesn't disturb your very's experience or send ant disruptive feedback surveys.