

Goal

- test out a new product / feature

Do:

- take two sets users
 - o control
 - o experiment

Problem: Isn't useful

1. baseline comparison
2. How long users adapt to the new experience
 - ↳ plateau. robust decision.
3. can't know missing.

Example:

- ☒ whether website complete. → ✓ try specific product
- ☒ Premium: (users have opts. → ✓ gather info, can't test.
checks
- ☒ ranking algorithm
- ☒ diff back-end → ✓ if enough computing ability

When to use:

- ☒ car selling. → customers too long.
- ☒ change brand → emotional,
- ☒ page layout. clear control + clear metrics.

Other techniques:

- observational data. (if any causal relationship)
- other qualitative data. complementary.