

Which unit of diversion will give enough consistency?

Experiment	Event	Cookie	User-id
Change reducing video load time Users probably won't notice	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Change button color and size Distracting if button changes on reload Different look on different devices ok	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Change order of search results Users probably won't notice	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add Instructor's Notes before quizzes Users will almost certainly notice Cross-device consistency important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>