

A/B Test Planning Guide



1 Hypothesis

Date

Example: My hypothesis is that my enhanced graphics will have a statistically significant impact on conversion rate.

2 URLs

Control URL

Variant URL
(if applicable)

3 Statistics

Confidence Level:

99%

95%

Significance Threshold (α):

(0.1)

(0.5)

Actual Significance p-value

(must be less than .01 for significance at 99% confidence)

Significant?

Yes

No

Target conversion rate

%

Expected chance of
reaching target

=

%

EGGSPERT ADVICE

You can compare your actual results (% conversions) to your target (desired %): use the same sample size as the actual test you ran, but set the result to match your target %. Then run the A/B test between desired and actual results. Your "p" (probability) value will tell you how likely you are to reach your target!

Instructions:

- A confidence level of 99% (recommended), that means you can be 99% sure of what your results are telling you.
 - Use 99% confidence instead of 95%, unless your data volumes are low.
- $(1 - \text{Confidence level}) = \text{significance threshold or Alpha } (\alpha)$. A probability (p) value less than α indicates your test results are significant.

4 Data screen shots (attach to separate sheets if necessary)

Example:
Total people in Group A

Example:
Total people in Group B

Example:
Conversions in Group A

Example:
Conversions in Group B

5 What we learned/analysis

Results:

Example: after running the test for 2 weeks, group A had 3.5% conversion rate, and group B had a 5.7% conversion rate. Based on the significance, we can conclude that option B improves conversions.

Decision:

- | | |
|--|--|
| <input type="checkbox"/> Implement changes | <input type="checkbox"/> Launch a variant test |
| <input type="checkbox"/> Kill test | <input type="checkbox"/> Queue up another test |

Instructions:

If your results are promising, will you implement the changes? Perhaps you decided to try a variant test or kill the test all together. Record your decision for future reference.