17.2 ASSIGNMENT - A/B Testing Proposal

THE
UNIVERSITY
OF RHODE ISLAND

Overview

You go to a meeting and it is about your new idea. Everyone is very interested in the idea, but want to see if it can be better. You, knowing all about A/B testing speak up and voice this option. They think it is a great idea and see it as what can take the interface to the next level. They ask that you submit a proposal on an A/B test that can give two new options to the user's interface.

Part 1: A/B Testing Proposal

What to include in your proposal:

- What way or ways will you use to improve user engagement? [more text]
- How many tests will you be performing? [1]
- How will you be conducting the testing? [by survey]
- What metrics will you use to measure user engagement? [google analytics]
- What customers will be involved in the A/B test? [student teachers]
- How can you minimize external factors in your experiment? [to survey user when they are free]

1 whole page proposal summarizing above (required) At least 3 paragraphs: (example)
 (**p1**. What.,   **p2** Why,   **p3** How to test/measure A vs B,

To improve user engagement I think we need to add more text to maybe help people get a better feel for our website. The next thing I think we should add is some pictures. I think we should add some pictures to fill out our website a bit. Finally, I think we should add more to our translator page such as words from our blog that people may not understand with a definition of the word.

During this phase we will be conducting only one test. This is to help us understand what our users want in our website. In this test we would like to add a lot of new things to help users to decide which one of our websites they would like to see. We want to do this all because it will help us out a lot for us to know what our user base wants or what they would want.

After we finalize everything we are going to get students from 9-12 (hopefully) and teachers to participate in a survey to help us find out what they think about our new website and tell us what they think about it. After we get enough results we are going to use google analytics to measure how many people are using our website and where they are coming from.

Part 2: Creating the 'B' SIte

Create a copy of your site and make the changes you have proposed. Share with the same editors.   Rename copy as (version. B),
Help can be found at [Google Sites Help](#).

Part 3: Turn In

- Test Proposal (*Part 1*)   [   ]
- URL of "copy site" with changes vB (*Part 2*)   [https://sites.google.com/providenceschools.org/verison-b-e-and-s/home   ]
- URL of original site vA   [https://sites.google.com/providenceschools.org/english-and-spanish/home   ]
- Create a github issue with this shareable doc link. Label as "Testing"   [URL https://github.com/E-Cubed-Academy/WBL-2024-Group-3B/issues/18   ]
- Create a slide for A/B Testing (1 per group)   [screenshot

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- Grade yourself in rubric below

Turn in this document in Google Classroom attached to this assignment. Make sure all links are live and shared with your teacher.

A/B Test Proposal Rubric

	Points Earned	Possible Points	Comments
Proposal			
What way or ways will you use to improve user engagement?		10	
How many tests will you be performing?		5	
How will you be conducting the testing?		5	
What metrics will you use to measure user engagement?		10	
What customers will be involved in the A/B test?		5	
How can you minimize external factors in your experiment?		5	
Does the A/B test effectively demonstrate knowledge of what an A/B test is?		10	
Does the A/B test make sense?		5	
Strong effort is shown in writing		5	
Site Copy			
Accurately copies proposal		10	
No changes to site other than what is being tested		10	
Effort is clearly shown on site changes		5	
Deliverables			
A report, double spaced, Times New Roman, 12 point		10	
URL of A/B test site		5	
URL of original site		5	
Total:		100	

- [Upcoming Mentor Meeting Guide For Testing](#)