**Background:** ABC Movies just launched their mobile app for movie tickets reservation online with options to add food and drinks. During the first 2 months, sales of food and drinks were lower than expected. During the review, the UX designer thinks that the menu images were a bit small and not that appetizing to look at. The reason for the previous design decision was to easily see item list selection for smaller screens.

**Hypothesis:** Updating the UI for food and drinks (increasing the size and choosing an image with better presentation) will encourage customers to add food and drinks.

**Sample size:** Given that we have around 8,000 unique customers a month buying tickets through the app, we plan to sample size at least 20% (1,600).

**Duration of the experiment:** 2 months

**Cohorts:** 2 cohorts: first with the old design, second with the enlarged and updated food and drinks images.

**How to randomize:** When a customer installs or updates to the latest version, the app automatically randomly assign to cohort 1 or cohort 2 with equal chance. Also equal distribution between Android and iPhone.

**What others on your team need to do to conduct this experiment:** *UX Designer* prepares the new designs. *Engineers/developers* update the UI and prepare the backend for A/B test, deploy in Playstore and Appstore.