

Introduction

The purpose of this assignment is to learn the importance of definitions in bridging the gap in communication between people of differing technical understanding. This confusion may occur between a client and business or between members on the same team.

The assignment requires us to choose a technical term within our chosen industry and write three kinds of definitions (a parenthetical, sentence, and expanded). This definition needs to be written with a specific non-technical audience and tailored to a situation. The final definition must include four expansion strategies and at least one visual. Besides this, this definition needs to include at least three outside references. The citation should be in MLA or APA style.

My Situation: I am outlining in detail how I plan on improving online sales/orders of a small business bakery. A/B testing will be a large part of determining whether changes to the website are having the desired effects on online sales.

My Audience: A middle-aged couple who own as well as run the shop. They do not have much knowledge about the intricacies of web development but do have basic knowledge about computers.

Parenthetical Definition

Often A/B testing (experiment with two versions of a variable) can lead to valuable insights.

Sentence Definition

A/B testing is a testing methodology that compares two variants, champion(old) and challenger, of the same variable. This process is achieved by randomly assigning users to either of the versions of the variables and then monitoring performance/metrics.

Expanded version

History of AB Testing:

One way to test products and advertisements is to release it and hope for the best. However, this strategy is both time-consuming and expensive. In 1923, Claude Hopkins forever revolutionized this field through his book 'Scientific Advertising.' He advocated that testing the product directly with the consumers is much cheaper and less time-consuming than having long discussions about features. Many believe that Hopkins is the father of split testing, and is the first person to use coupon-based customer tracking, using key-coded coupons to track customers and test the effects of different headlines and offers.

Uses:

A/B testing tests a variety of different hypotheses. Generally speaking, this style of testing predicts consumer's responses to a product. The designing, marketing, sales, and IT team may choose to test, at large, either the User Experience Design or User Interface Design(Kolowich, 2020). User Experience Design focuses on how the consumer feels about the product or service(Lampretch, 2019). For instance, Writers for a website may test out two different headlines or slogans to see, which brings in more users.

Whereas, User Interface Design focuses on changes in specific changes on the website that makes the user feel(Lampretch, 2019). Graphic designers might use this to test the effectiveness of a colour scheme or layout for a button. Often even the smallest changes can make a big difference.

Web Developers might use A/B testing to test new features they've added to a website. These are only some of the applications of A/B testing.

Compare and Contrast:

A/B testing is different from Multivariable or multi-page testing. A/B testing focuses on two versions of one variable on one page, often the original and new, as shown in Figure 1.

However, in multivariable testing, the experiment tests more than two versions of one variable or sometimes multiple versions of more than one variable. Although they have differences, multivariable and a/b testing are limited to one page. Unlike multi-page testing which involves changes across multiple pages which reflects in Figure 1 (Apptimize, 2018)

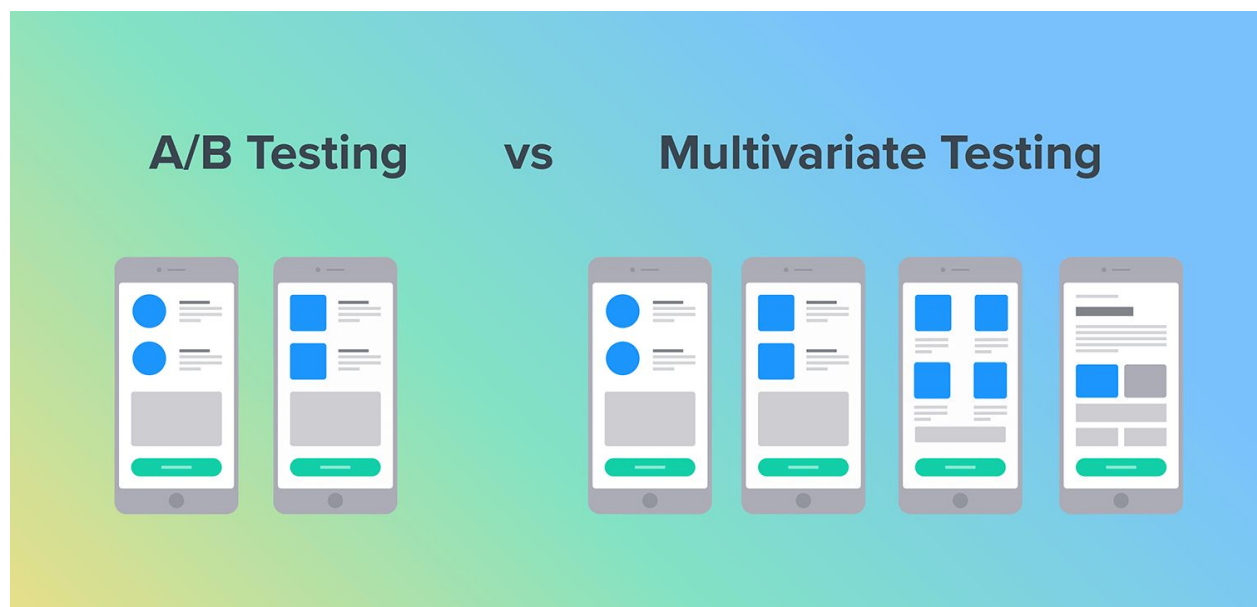


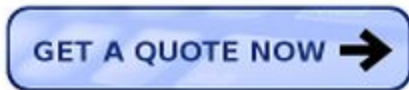
Figure 1 (Apptimize, 2018)

It is important to note a larger number of changes is more difficult and time consuming to test due to increased demand in traffic to test the effectiveness of each change accurately.

Example:

Here is an example of how a minor, aesthetic change can increase business. Francis Shovlin(Elisa, 2020) wanted to improve the use of the A/B test methodology to see which button led to more clicks. This example would be easy to understand with the visual below.

Control Button



Experiment Button



Figure 2 (Gabbert, 2020)

Half the users had the Original Button (A), and half the users had the new button (B). The experiment lasted seven weeks, in which the marketers took note of, during which the total visitors to each variation and total clicks on each button. This change led to an increase from 18.34% to 20.38% in the conversation rate. The conversion rate is the percentage of visitors to the site who asked for a quote(Gabbert, 2020).

Works Cited

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