ONE PAGE SUMMARY

Entrepreneurship & Startup › Market Research & Customer Discovery › Validation & Experimentation

A/B testing basics

Master A/B Testing to Validate Your Startup Ideas Effectively!

DEFINITION

> A/B testing is a method to compare two versions of a product to see which performs better. It helps entrepreneurs make data-driven decisions based on customer preferences.

KEY CONCEPTS

Control Group

The group that receives the original version of the product or service.

Variant Group

The group that receives the modified version of the product or service.

Metrics

Quantifiable measures used to assess the performance of each version, like conversion rates.

Statistical Significance

A measure that indicates whether the results observed are likely due to the changes made or random chance.

Sample Size

The number of participants in each group, which affects the reliability of the results.

EXAMPLES

→ Testing two different email subject lines to see which has a higher open rate.

→ Comparing two landing page designs to determine which generates more sign-ups.

→ Evaluating two pricing strategies to find out which leads to more sales.

MEMORY TIPS

★ Remember A/B as 'A' for original and 'B' for better.

★ Think of 'Control' as keeping things the same, and 'Variant' as changing things up.

★ Use the acronym 'MSS' for Metrics, Sample Size, and Statistical Significance.

COMMON MISTAKES

✗ Not having a clear hypothesis before starting the test.

✗ Testing too many variables at once, leading to confusing results.

✗ Stopping the test too early before reaching statistical significance.

QUICK RECAP

A/B testing is essential for validating product ideas through direct comparison. By analyzing control and variant groups, entrepreneurs can make informed decisions based on real customer data.