

EXPERIMENTS

Scott Klemmer and
Michael Bernstein



“Do You Like My Interface?”

“How much do you like
my interface?”

“This is a useful
interface: agree/disagree”

Please the Experimenter Bias

However:
Watching people fail to use your design
is one of the most effective learning
tools anywhere.

Today: measuring success offline and online

- Variables, validity
- Randomization
- Usability testing
- Online A/B testing

Getting beyond “*do you like my interface?*”

- What’s the comparison?
- What’s the yardstick?

Getting beyond “*do you like my interface?*”

- **Baselines:** How often does Y occur?
 - Requires measuring Y.

Getting beyond “*do you like my interface?*”

- **Base rates:** How often does Y occur?
 - Requires measuring Y.
- **Correlations:** Do X and Y co-vary?
 - Requires measuring X and Y.

Getting beyond “*do you like my interface?*”

- **Base rates:** How often does Y occur?
 - Requires measuring Y.
- **Correlations:** Do X and Y co-vary?
 - Requires measuring X and Y.
- **Causes:** Does X cause Y?
 - Requires measuring X and Y, and manipulating X.
 - Also requires somehow accounting for the effects of other independent variables (confounds)!

Let's introduce a few terms...

manipulations

Independent Variables

measures

Dependent Variables

precision

Internal Validity

generalizability

External Validity

A Not-Very-Useful iPhone Keyboard Study

 ADD TO MY PAGES  PRINT  E-MAIL  COMMENT  RSS

 SLASHDOT IT  DIGG THIS  DELICIOUS  NEWSVINE



Research firm User Centric has released a study that tries to gauge how effective the iPhone's unusual on-screen keyboard is. The goal is certainly a noble one, but I can't say that the survey's approach

results in data that makes much sense.

User Centric brought in twenty owners of other phones--half who had ones with QWERTY keyboards, and half who had ordinary numeric phone keypads. None were familiar with the iPhone. The research involved having the test subjects enter six sample text messages with the phones they already had, and six with an iPhone.

Logical end result: These iPhone newbies took twice as long to enter text with an iPhone as they did with their own phones, and made lots more typos.

Benefits and Drawbacks?

The screenshot shows the User Centric website. The header includes the logo, navigation links (Home, Services, Experience, Facilities, About Us, News & Resources, Contact Us), and a language selector set to English. The main content area features a blue banner with the article title "QWERTY texters demonstrated drop in efficiency when texting on iPhone" and the date "August 15, 2007". Below the banner, there is a "Related Services" link for "Mobile Device Usability Testing". The article text discusses a study conducted in late July by User Centric, Inc., comparing the iPhone's touch keyboard with conventional QWERTY and numeric phone keyboards. It mentions that the study aimed to determine how easy it was for conventional mobile phone users to text using the iPhone. A sidebar on the left contains navigation links for "Overview", "User Centric News", "Publications", "Webinars", "Resources" (with sub-links for Glossary, Handbook of Global User Research, Newsletter, Usability Tips, and UX Masterclass), and "Blog".

QWERTY texters demonstrated drop in efficiency when texting on iPhone

August 15, 2007

Related Services: [Mobile Device Usability Testing](#)

In late July, Chicago-based usability consultancy User Centric, Inc. tested the iPhone's touch keyboard in comparison with conventional QWERTY and numeric phone keyboards. In an [earlier baseline study](#), User Centric had identified texting as potentially problematic for new iPhone customers. The goal of the current study was to determine how easy it was for conventional mobile phone users to text using the iPhone.

Participants Texted using Both Conventional Phones and iPhones

A total of 20 participants were brought in for one-on-one usability sessions with a moderator. All sent text messages at least 15 times per week. Ten of the participants owned a phone with a QWERTY keypad, and ten of the participants owned a phone with a numeric keypad. Those who owned a numeric keypad used the "multitap" method of entering text messages rather than predictive text. To multitap, a user must press a particular key on the numeric keypad multiple times to get the desired character to appear.

During each session, participants were required to use their own phones. In addition, they were provided with an iPhone for use during the study. None of the participants were iPhone owners, and all participants were compensated for their time.

Standardized Messages Were Provided for Texting

Every participant entered six messages using their own phone and six messages on the iPhone. In their sessions, participants were asked to

- Manipulation: Input Style
- Measure: Words per minute
- External validity: not so much

A better version: actual users

- Manipulation: Input Style
- Measure: Words per minute
- ...and error rate

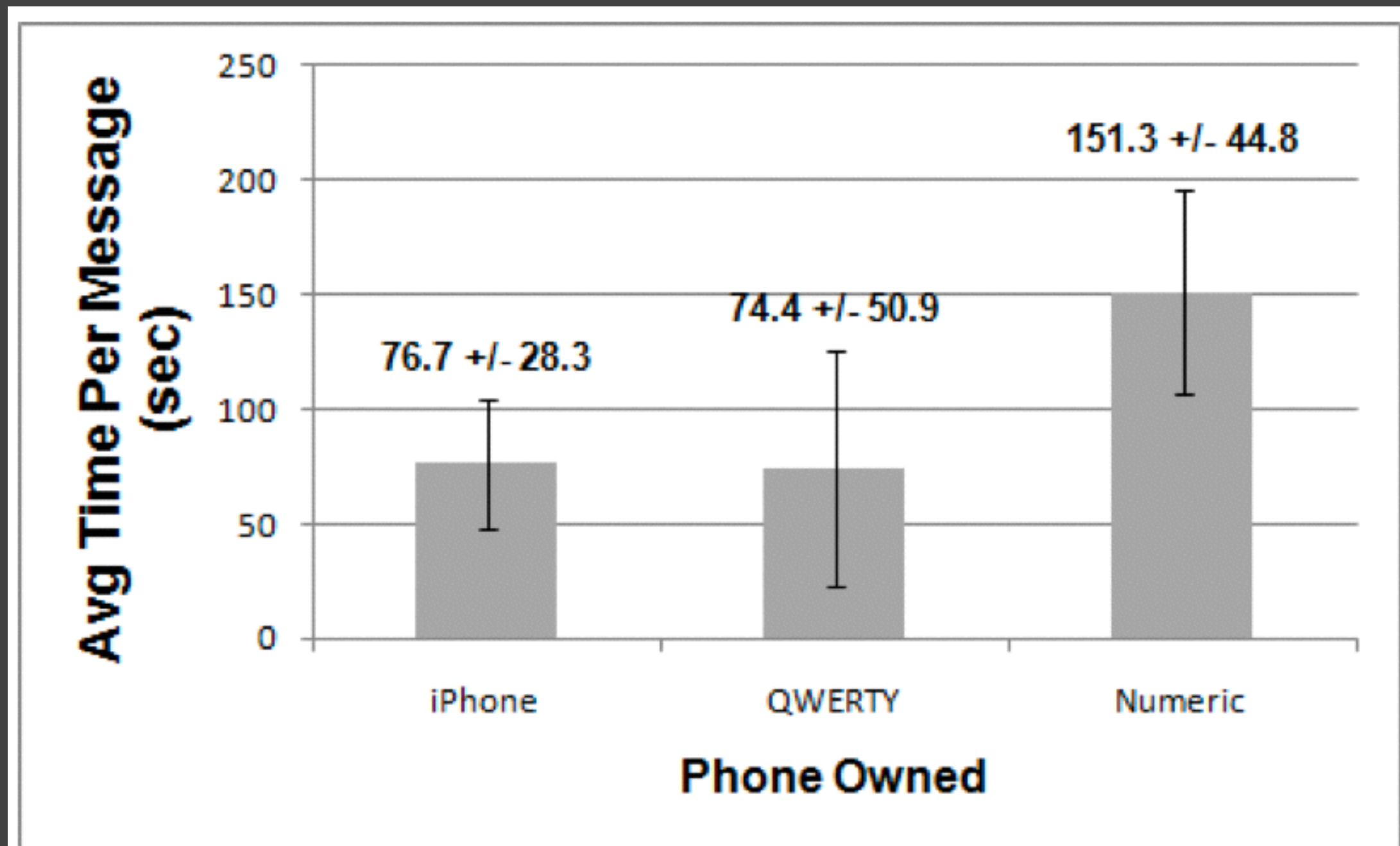


Figure 1. Average time to type a message on phones owned by the participants ($M \pm SD$).

iPhone & Qwerty users similar speed, but

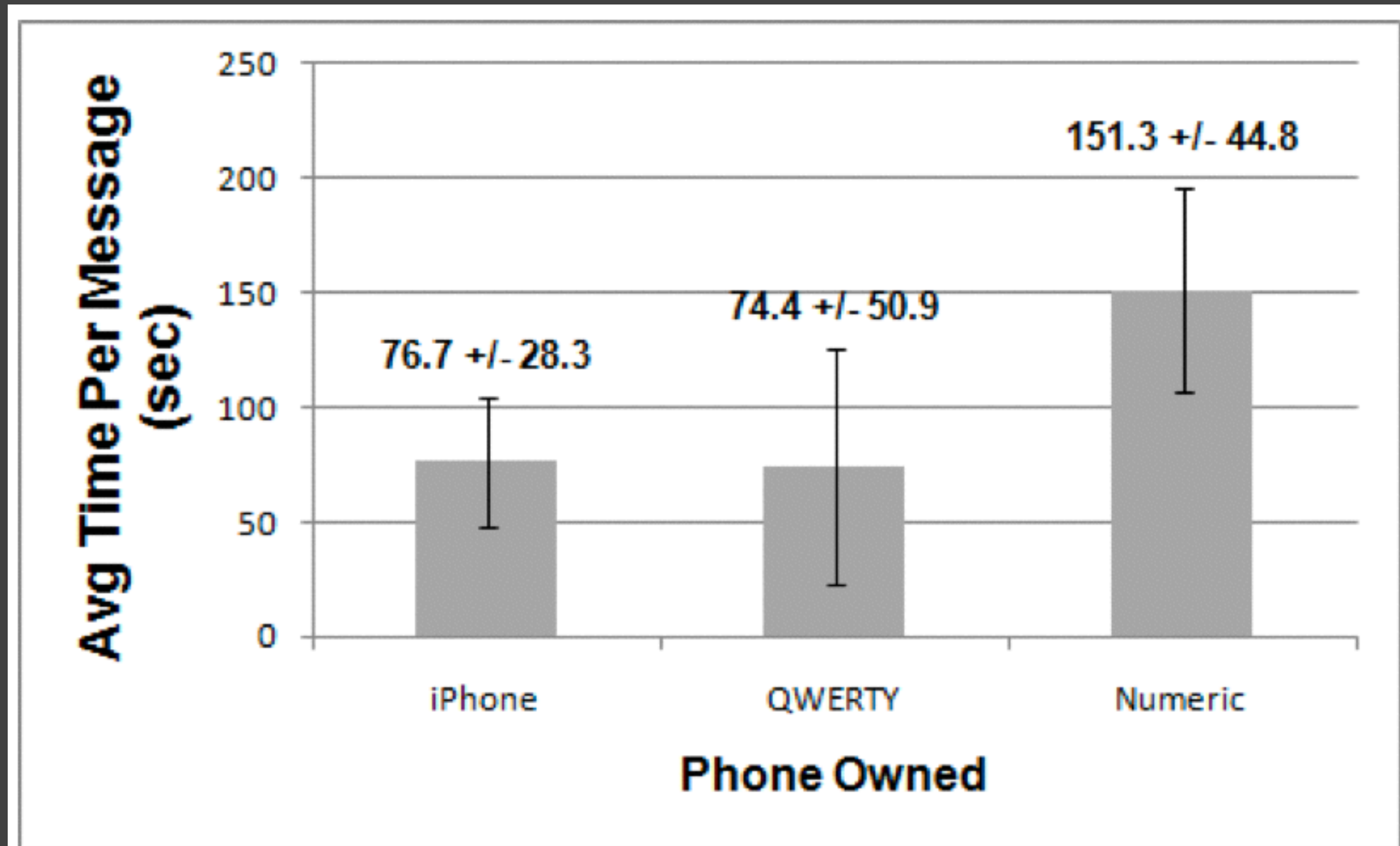


Figure 1. Average time to type a message on phones owned by the participants ($M \pm SD$).

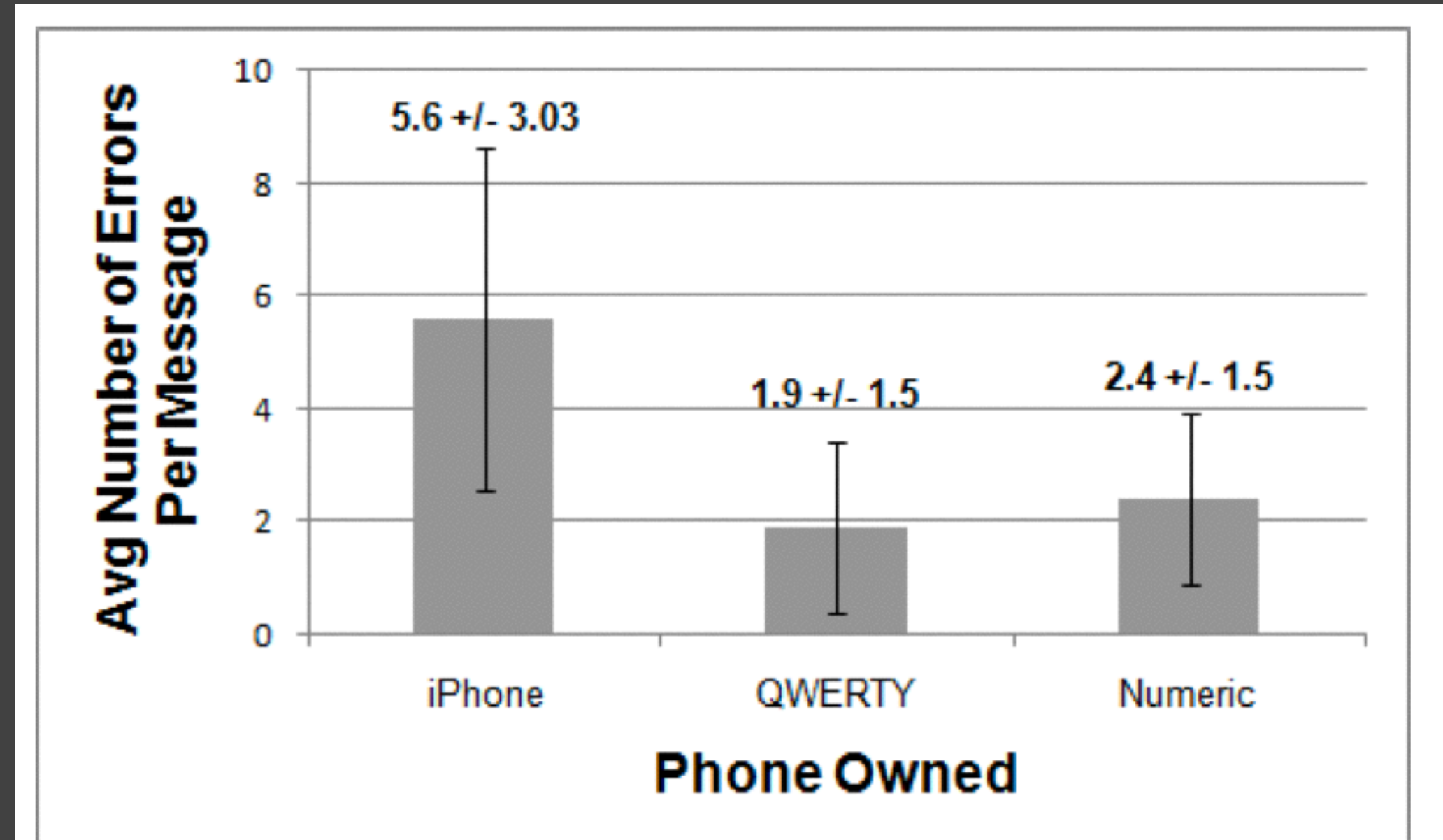


Figure 2. Average number of total errors per message made by participants using their own phones ($M \pm SD$).

Strategies for fairer comparisons

- Insert your new approach into the production setting
- Recreate the production approach in your new setting
- Scale things down so you're just looking at a piece of a larger system
- When expertise is relevant, train people up

I) Experimental Design

Controlled comparison enables causal inference.

Between vs. within subjects designs
Randomization

Should every participant use
every alternative?

Which professor style is more effective?



What are the measures?

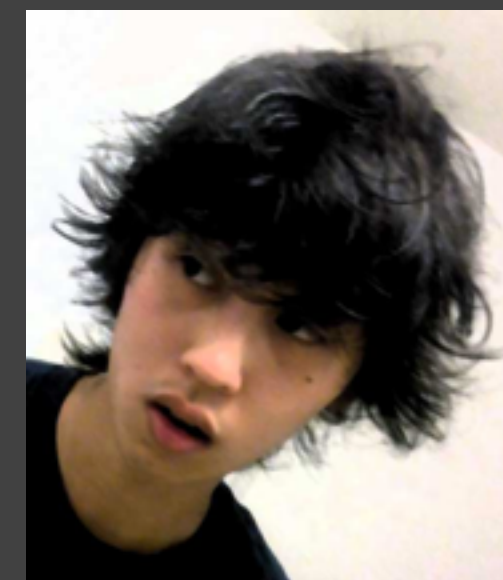
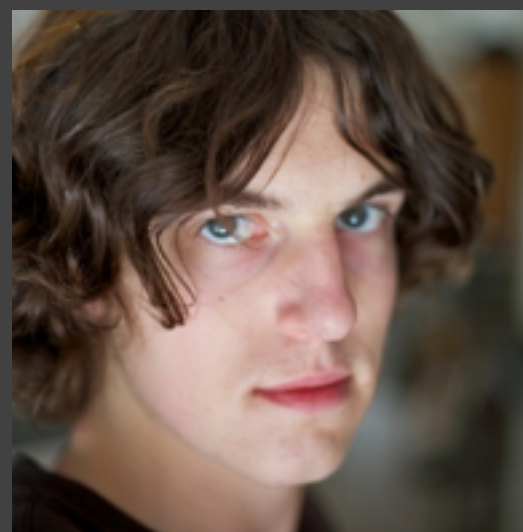
- Faster?
- Better test scores?
- Fatigue?
- Attention focused on lecture?
- End-of-class evaluations?

- Manipulation: Professor style
- Measure: Test scores, end-of-class evaluations

Between subjects design

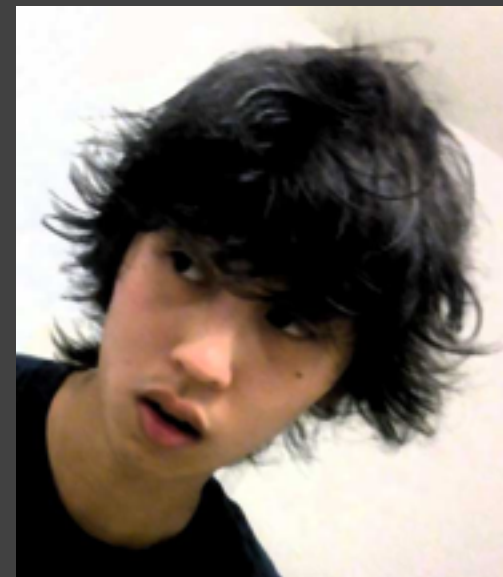
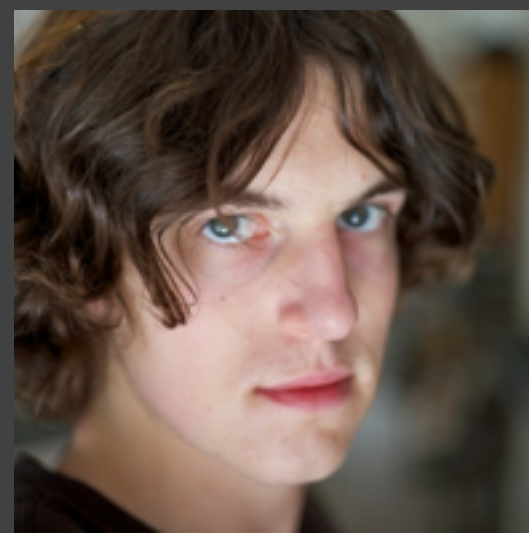
Half the participants see one version

The other half see the other

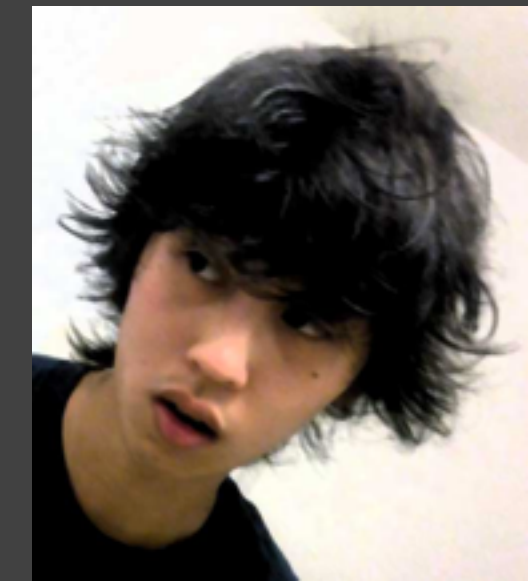
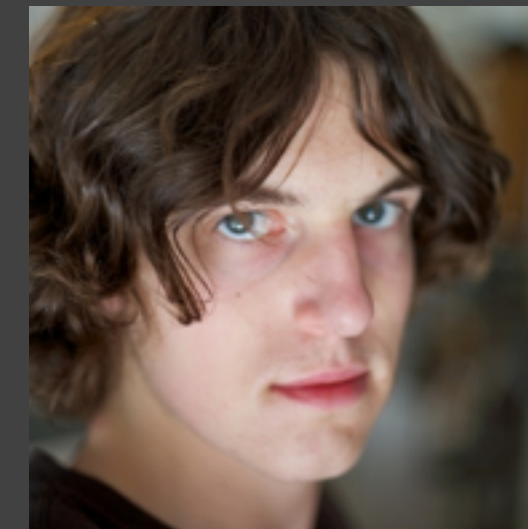


Within subjects design

Everyone uses both versions



How Can We Address Ordering Effects?





How about individual differences?

Randomization washes them out.

What about for Three
or More Alternatives?

Latin Square

 1	 2	 3
 2	 3	 1
 3	 1	 2

What happens if we
don't randomize?

Self-selection effects

- Typing in the morning versus the afternoon

Learning effects

- Showing alternatives in sequence

At a high level:

Should every participant use every alternative?

Two Major Strategies

- **Within-subjects:** everyone tries all the options. Good when you're not worried about learning/practice/exposure issues (that trying one version will 'pollute' the data from another version)
- **Between-participants:** each person tries one. Requires more people, and more attention to fair assignment. Has the benefit that each participant is uncorrupted (at least by the study...)

2) In-person experiments

Set a clear, focused goal

- Scope: make a meeting room booking system for Gates.
- Purpose: create a system that encourages people to not overbook the length of time they need
- Hypothesis: splitting the booking process over several screens will encourage more thought and people will book better

Ingress - Create a new event
http://ingresse.com/new-event

ingresse H. Robot

Enter the title of your event

Ticket booth

Ticket's table summary

* Ticket name:

* Number:

* Price: Free

* Tax:

Add this ticket

Description

>> Upload a banner for your event

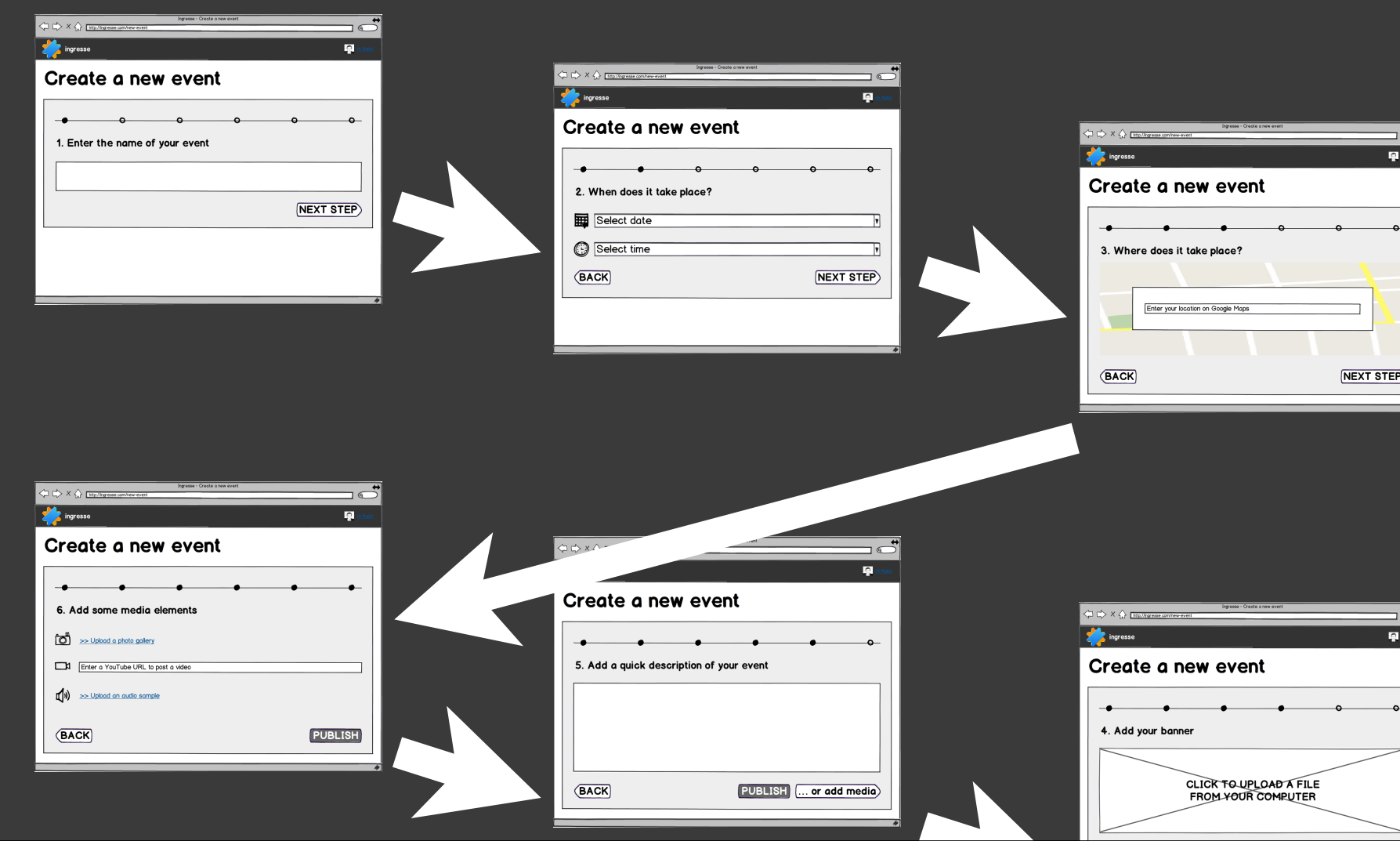
06/21/2012 9:00 pm

Type the description of your event

Type the location of your event

SAVE PREVIEW PUBLISH

VS.



Recruit to match that goal

- Schedule and location: next week, Stanford Gates building
- Participants: 12 people (4 students, 4 office administrators, 4 professors)

Ingress - Create a new event
http://ingresse.com/new-event

ingresse H. Robot

Enter the title of your event

Ticket booth

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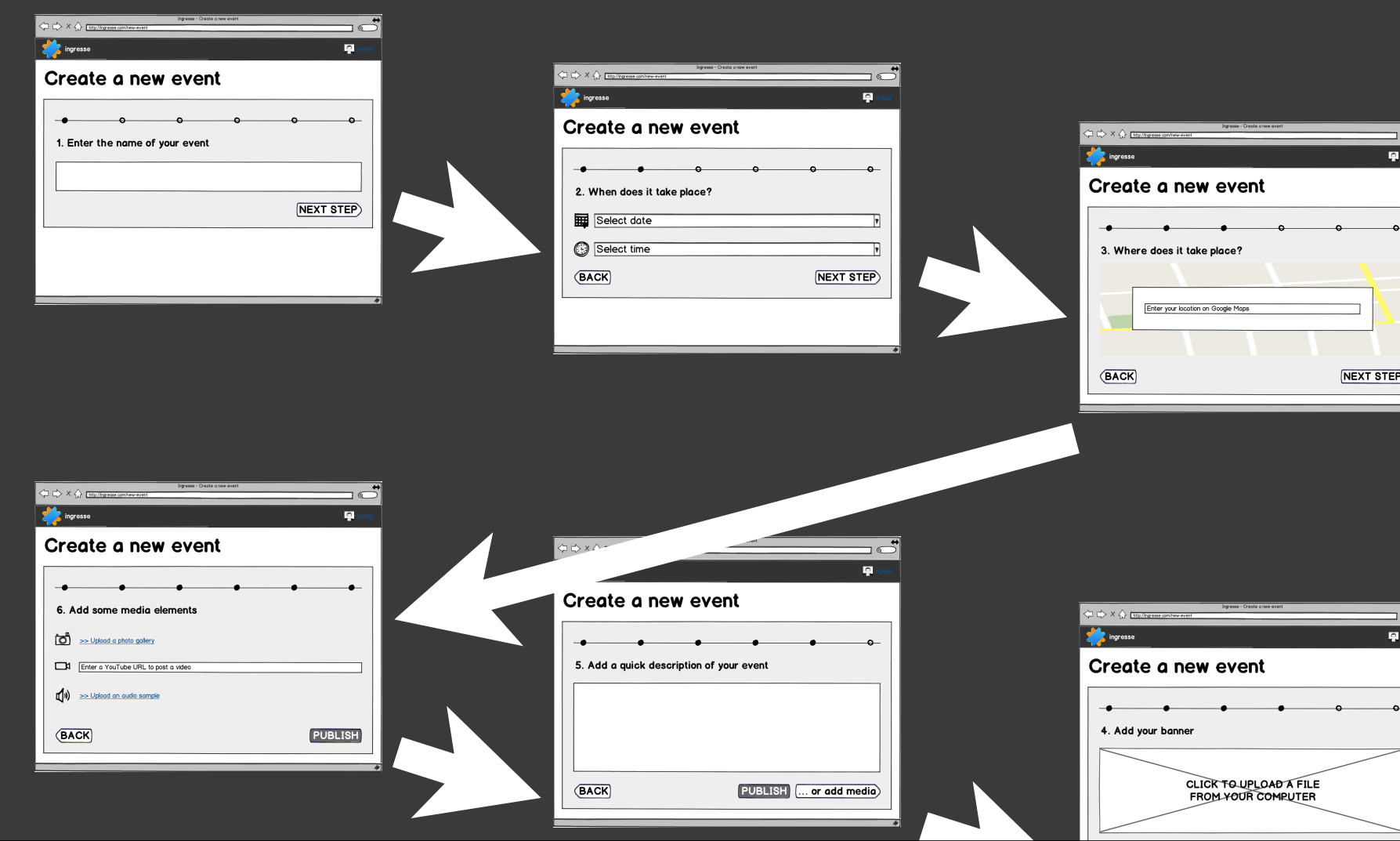
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VS.



Create concrete tasks

“Book a room sometime next week for a research group meeting. Andrew will be out of town, so we won’t hear his weekly update. The rest of us should be present and give our updates. Besides the usual group members, we’ll have two visitors from France who will present their research—maybe they’ll take 10 minutes each.

When you’re done booking the room, tell Arvind so he can prepare the next task for you.”

“We are testing our design:
we are not testing you.”

Experimental Details

- Task ordering
 - Start simple, then build up to complex tasks
- Training: is this a walk-up-and-use system? Or will real users receive training?
- What if someone doesn't finish?

Always pilot your study before launching

- A pilot study is a practice run before the experiment
 - Pilots = low-cost prototypes of experimental design
 - Even if you are running behind schedule, do a pilot study
- Why pilot?
 - Debug study protocols
 - Catch errors early so they don't mess up your results
- Run two pilots
 - First: friends+colleagues
 - Second: real users

Options for capturing results

- Bring a notebook for freeform feedback
- Instrumented software
- Video recording
- Screen recording

Think Aloud protocol

- Need to know what users are thinking, not just what they are doing
- Ask users to talk while performing tasks
 - tell us what they are thinking
 - tell us what they are trying to do
 - tell us questions that arise as they work
 - tell us things they read
- Prompt the user to keep talking:
 - “Tell me what you are thinking”
- Make a recording or take good notes
 - make sure you can tell what they were doing

3) Online field experiments

Relative merits: online vs. in-person

Offline: deep understanding

Online: scale and resolution



Search Results

Search Initiated:	8/2/2005	Time:	12:12 P.M.
Search Location:	Zip: 32225	City:	JACKSONVILLE, JAX
		State:	FL

33 Registered sex offenders are located in your immediate area.

Get the **complete report** including map, **photograph**, and addresses to find out who they are and where they **live**. You will be able to enter your full address and specify a **larger radius**.

The complete report includes:

- 📷 Photos
- 👤 Appearance Details
- 📜 Conviction Information
- 📅 Offense Dates
- 📄 Offense Details
- 🏠 Street Addresses
- 👤 Name Aliases

ID	Name	Address	Photo
1	KUMARU, THOMAS JAYAK	2245 SANDY ST ORLANDO, FL 32811	
2	STEVENS, THOMAS	2215 EDNEY ST ORLANDO, FL 32812	
3	SMITH, TERRY	2200 LOS BOSTON ST ORLANDO, FL 32812	
4	WRIGHT, ROBERT A	2215 EDNEY ST ORLANDO, FL 32812	
5	PERKINS	A. S. WENDEL, THOMAS STEVEN 2215 EDNEY ST ORLANDO, FL 32812	
6	COOKS	2215 EDNEY ST ORLANDO, FL 32812	
7	SMITH, SCOTT	2215 EDNEY ST ORLANDO, FL 32812	
8	SMITH, SCOTT	2215 EDNEY ST ORLANDO, FL 32812	
9	SMITH, SCOTT	2215 EDNEY ST ORLANDO, FL 32812	
10	SMITH, SCOTT	2215 EDNEY ST ORLANDO, FL 32812	

[See the entire sample Report!](#)

To get a complete Predator Report **today**, register below with National Alert Registry, and for just \$10.00 we will create a custom report using your address. We will also send you a "Red Alert" notification when new predators are in your area.

Email:

(Email address used for RED ALERT Notifications)

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Country:

Phone:

Billing Information

By submitting this information you agree to a one time charge of \$10.00. [Terms and Conditions.](#)

Upgrade my registration so I can generate "Unlimited Reports" when new predators are in my area for just \$4.95/month. Yes No



Credit Card Number:

Credit Card Exp. Date: /

3 or 4 Digit Code After Card # on Back of Card:

[CLICK HERE FOR INSTANT ACCESS](#)

[Back](#)

Background

The U.S. Congress passed three laws that require States to keep track of sex offenders; the Wetterling Registration Act, the Lynchner Tracking and Identification Act and Megan's Law. On March 5, 2003, The Supreme Court ruled that information about **potential predators** may be posted on the Internet.

The Problem

The information is available and you have the **right** to see it. But the problem is that access is very **difficult**. You have to know the name of the individual you are looking for and in many States you must go to your police station and complete a **request form**. In some States there is a fee and **limit** to view only two names

The Solution - Predator Report

Now in the **privacy** of your home you can view the same information displayed on a map of **your neighborhood**. The free service provides the number of predators in your neighborhood. You can then choose to purchase the full service, which includes details about those **sexual offenders**, including specific addresses. The full service search is based on **your** exact address.

Search Results for Zip Code 32225

Search Initiated:	8/2/2005	Time:	12:11 P.M.
Search Location:	State: FL	City:	JACKSONVILLE, JAX
		Zip:	32225

There are currently 32 Registered Sex Offenders located in your zip code

Would you like **names, pictures and addresses**? [Click Here](#)

The National Alert Registry has made all this vital information available to you. Plus you can get a custom map of your neighborhood, identifying your home and where offenders reside in proximity to it.

Your complete "Predator Report" includes all of the below:

- Color Photos (when available)
- Appearance Details
- Street Addresses
- A Detailed Map
- Name & Aliases
- Conviction Information
- Offense Dates
- Offense Details

ID	Name	Address	Photo
1	CLARENCE, MARK JEFFERY	1116 LAUREL ST JACKSONVILLE, FL 32211	
2	ALYSONE, SHARON L	2106 DUNSTON DR JACKSONVILLE, FL 32211	
3	SMITH, TERRELL	7102 1/2 SPANER JACKSONVILLE, FL 32211	
4	WRIGHT, ROBERT LEE	1004 SPANER DR JACKSONVILLE, FL 32211	
5	MEYERS, WADSWORTH	1004 SPANER DR JACKSONVILLE, FL 32211	
6	PEELING, ROBERT	1004 SPANER DR JACKSONVILLE, FL 32211	
7	COOKS, ROBERT	1004 SPANER DR JACKSONVILLE, FL 32211	
8	SMITH, JAMES MICHAEL	1004 SPANER DR JACKSONVILLE, FL 32211	
9	SMITH, JAMES MICHAEL	1004 SPANER DR JACKSONVILLE, FL 32211	
10	SMITH, JAMES MICHAEL	1004 SPANER DR JACKSONVILLE, FL 32211	

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Email:

(Email address used for RED ALERT Notifications)

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Country:

Phone:

Billing Information

By submitting this information you agree to a one time charge of \$10.00. [Terms and Conditions.](#)

- Single "Predator Report" one time charge of \$10.00
- Upgrade my registration and guarantee me "Red Alert" **Automatic Report Updates & Email Notifications** when new predators are in my area for an additional \$4.95/month. [Details](#)



Credit Card Number:

Credit Card Exp. Date: /

3 or 4 Digit Code After

Card # on Back of Card: [How to find your security code?](#)

[CLICK HERE FOR INSTANT ACCESS](#)



"I love my NAR monthly Predator Report. You can't imagine my shock to find a registered sex offender living one mile from my home. I have grandchildren that visit often and you can bet I will keep a **MUCH** closer watch on them from now on. NAR is a wonderful tool for keeping my family safe." *Jolene S., Florida*

"NAR Predator Report is wonderful! I live in an upscale neighborhood and thought I was safe, but when I checked my Predator Report I discovered that we have three (3) offenders living in our neighborhood. I was astounded." *Bill S., New York*

"I am very pleased that I subscribed to this. It does indeed, keep me ALERT, and AWARE and I feel SAFER! THANK YOU for these services." *-- Justice of Colorado*



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32 Registered Sex Offenders currently located in your zip code



Create Your Sex Offender Map And Detailed Predator Report

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Your Neighborhood Report

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Red Alert includes:

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Sample Report



[See the entire sample Report!](#)

The complete Predator Report includes:

- Color Photos** (when available)
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VISA MASTERCARD DISCOVER AMERICAN EXPRESS
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A/B/C Split Test

	PAGE A	PAGE B	PAGE C
Percent of traffic	34%	33%	33%
New sales	244	282	114
Change	N/A	15.57%	-53.28%

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Sample Report

ID	Name	Address	Photo
1	KLONKEL, MARK JEFFERY	2136 LAIRD ST OMAHA, NE 68111	Yes
2	STEVENS, THADDEUS DYSON	3036 EMMET ST OMAHA, NE 68110	Yes
3	SMITH, TERRELL	2102 1/2 SPENCER OMAHA, NE 68110	Yes
4	WRIGHT, ROBERT LEE	2824 SPAULDING ST	Yes
5	BEKINS	8. SEVENS, THADDEUS DYSON 2016 APRIL ST OMAHA, NE 68110	OFFENSE: SEXUAL ASSAULT OF A CHILD F2
6	COOKS	18. BOHM, CARL MICHAEL 1 307 WEST ST OMAHA, NE 68110	OFFENSE: ABUSIVE INTENT TO RAPE
7	WIDENEY SCOTT	12. BELZIVE, ROLAND ALFRED 4515 N 16TH ST OMAHA, NE 68110	OFFENSE: 1ST DEGREE SEXUAL ASSAULT F1

[See the entire sample Report!](#)

The complete Predator Report includes:

- Color Photos** (when available)
- Appearance Details**
- Street Addresses**
- A Detailed Map**
- Name & Aliases**
- Conviction Information**
- Offense Dates**
- Offense Details**

Optional **Red Alert** Program includes:



Search Results for Zip Code 32225

Search Initiated:	8/2/2005	Time:	12:11 P.M.
Search Location:	State: FL	City:	JACKSONVILLE, JAX
		Zip:	32225

There are currently 32 Registered Sex Offenders located in your zip code

Would you like **names, pictures and addresses**? [Click Here](#)

The National Alert Registry has made all this vital information available to you. Plus you can get a custom map of your neighborhood, identifying your home and where offenders reside in proximity to it.

Your complete "Predator Report" includes all of the below:

- Color Photos (when available)
- Appearance Details
- Street Addresses
- A Detailed Map
- Name & Aliases
- Conviction Information
- Offense Dates
- Offense Details

ID	Name	Address	Photo
1	KLEIN, MARK JEFFERY	2136 LARD ST OMAHA, NE 68111	Yes
2	STEVENS, THADDEUS DYSHON	5036 JIMMET ST OMAHA, NE 68110	Yes
3	SMITH, TERRELL	2102 1/2 SPENCER OMAHA, NE 68110	Yes
4	WRIGHT, ROBERT LEE	3024 SPALDING ST OMAHA, NE 68110	Yes
5	PEKING	8. SEVENS, THADDEUS DYSHON 5036 JIMMET ST OMAHA, NE 68110 OFFENSE: SEXUAL ASSAULT OF A CHILD P2	Yes
6	COOKS	8. BORN, CARL MICHAEL 1707 WEST ST OMAHA, NE 68110 OFFENSE: SEXUAL ASSAULT OF A CHILD P2	Yes
7	SHINE, SCOTT	82. MELTZER, ROLAND ALFRED 4515 N 14TH ST OMAHA, NE 68110 OFFENSE: 1ST DEGREE SEXUAL ASSAULT P2	Yes

[See the entire sample Report!](#)

You can purchase your complete Predator Report and **access this vital information today**. For just \$10.00 we will create a custom report using your address.

Email:

(Email address used for RED ALERT Notifications)

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Country:

Phone:

Billing Information

By submitting this information you agree to a one time charge of \$10.00. [Terms and Conditions.](#)

- Single "Predator Report" one time charge of \$10.00
- Upgrade my registration and guarantee me "Red Alert" **Automatic Report Updates & Email Notifications** when new predators are in my area for an additional \$4.95/month. [Details](#)



Credit Card Number:

Credit Card Exp. Date: /

3 or 4 Digit Code After



"I love my NAR monthly Predator Report. You can't imagine my shock to find a registered sex offender living one mile from my home. I have grandchildren that visit often and you can bet I will keep a MUCH closer watch on them from now on. NAR is a wonderful tool for keeping my family safe." Jolene S., Florida

"NAR Predator Report is wonderful! I live in an upscale neighborhood and thought I was safe, but when I checked my Predator Report I discovered that we have three (3) offenders living in our neighborhood. I was astounded." Bill S., New York

"I am very pleased that I subscribed to this. It does indeed, keep me: ALERT, and AWARE and I feel SAFER! THANK YOU for these services." -- Justice of Colorado



Ways design makes a difference

- Position and color of a call to action
- Position on the page of testimonials, if used
- Whether linked elements are in text or as images
- Amount of white space on a page, giving the content space to “breathe”
- Position and prominence of the main heading
- Number of columns used on the page
- Number of visual elements competing for attention
- Attributes of people and objects in photos

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Quick Shots

Spend just two minutes and a few odd seconds to learn bright ideas to build, grow, or sustain your entrepreneurial drive. These bite-sized, informative videos offer a fast jolt to your fast-tracking career.



[Negotiating with Customers and Clients](#)

[Stan Christensen](#) | [Dan Springer](#)

2 min. 1 sec.



[Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#)

2 min. 2 sec.



[Taking Risks](#)

[Vinod Khosla](#)

2 min. 26 sec.

New Podcasts

From medical devices to social responsibility, corporate acquisitions to personal tales of trial and triumph, our speakers share their collective wisdom and decades of business savvy.



Podcast: [Representing the Socially Responsible Enterprise](#)

[Debra Dunn](#), Skoll Foundation | [Jay Coen Gilbert](#), B Corporation | [Bart Houlahan](#), B Corporation | [Andrew Kasso](#), B Corporation - 50 min. 56 sec.

The co-founders of B Lab, Jay Coen Gilbert, Bart Houlahan, and Andrew Kasso, unveil their infrastructure play that seeks to give voice to the burgeoning panoply of green business. They explain how a higher set of corporate standards

accountable to the environment, employees, and the community, can craft a healthier corporate ecosystem for all.



Podcast: [Healthy Entrepreneurship in Medical Devices](#)

[Mir Imran](#), InCube Labs - 54 min. 28 sec.

Parallel entrepreneur Mir Imran, CEO of InCube Labs, has launched twenty companies - at times simultaneously. He shares his solutions-focused expertise and identifies the vitality and growth of the biomedical healthcare vertical.



Podcast: [The Path to an Acquisition](#)

[Brett Crosby](#), Google Analytics - 1 h 1 min. 5 sec.

Brett Crosby, Group Manager of Google Analytics, describes the ebb and flow of the process by which his web analytics company, Urchin, was acquired by Google. He also shares some inspirational lessons in making small business loom large.

Educators Corner, a project of [Stanford Technology Ventures Program](#) at Stanford University, is a collection of recordings from hundreds of Silicon Valley's most practiced entrepreneurs and thought leaders. The collection offers over 1,200 videos and podcasts, freely available to the public.

Please [send us an email](#) if you have any comments.

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Quick Shots

Spend just two minutes and a few odd seconds to learn bright ideas to build, grow, or sustain your entrepreneurial drive. These bite-sized, informative videos offer a fast jolt to your fast-tracking career.



Video: [Negotiating with Customers and Clients](#)

[Stan Christensen](#), Stanford Technology Ventures Program; Arbor Advisors | [Dan Springer](#), Responsys - 2 min. 1 sec.

Dan Springer, CEO of Responsys, acknowledges that the most frequent and important negotiations often occur with customers. Furthermore, Springer advises that the keys to a successful negotiation with customers include: 1) Preparation to discover what the customer wants and 2) Identifying the few things on which you will stand firm.



Video: [Don't Kill Projects; Morph Them](#)

[Marissa Mayer](#), Google - 2 min. 2 sec.

Repackage, rejuvenate, re-market, and re-examine those products or practices you thought would fly, and craft them a new set of wings. Head of Google product development Marissa Mayer lives by the old adage that if at first you don't succeed, try again. She pushes aspiring business thinkers to breathe new life into failed ventures, as opposed to cutting the cord.



Video: [Taking Risks](#)

[Vinod Khosla](#), Kleiner, Perkins, Caufield & Byers - 2 min. 26 sec.

Launching a start-up is not a rational act. And Vinod Khosla, a partner in Kleiner, Perkins, Caufield & Byers and former Sun Microsystems CEO, believes that success only comes from those who are foolish enough to think unreasonably. Entrepreneurs need to stretch themselves beyond convention and constraint to reach something extraordinary.

New Podcasts

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Results

- Version A (traditional version) was sent to 6272 users.
Opened: 1638 - Click thrus: 722 - Forwards: 4
- Version B (Quick Shots version) was sent to 6263 users.
Opened: 1769 - Click thrus: 922 - Forwards: 14

The image shows a screenshot of a web form titled "GET INVOLVED" for Obama's campaign. The form is set against a background image of Barack Obama. At the top, there is a "ORAMATE" logo. Below the title, there is a large image of Obama. To the right of this image, an arrow points to the word "Media". Below the image, there is a form with three input fields: "Email Address", "Zip Code", and a red "SIGN UP" button. An arrow points to the "SIGN UP" button with the label "Button". At the bottom of the form, there are two links: "JOIN THE MOVEMENT" and "CONTINUE TO WEBSITE".

Media

Button

Baseline sign up rate: 8.26%

STANFORD UNIVERSITY

Which option performed best?

- Sign up
- Learn More
- Sign up Now
- Join Us Now

Now for the visual
material: five options



Which do you think did best?

- Family Image
- Change Image
- Barack Video
- Springfield Video
- Sam's Video



Here We Saw

- Small changes: big difference
- Our expectations are often wrong

Which got the most clickthroughs?

- I'm on twitter
- Follow me on twitter
- You should follow me on twitter
- You should follow me on twitter here

Which got the most clickthroughs?

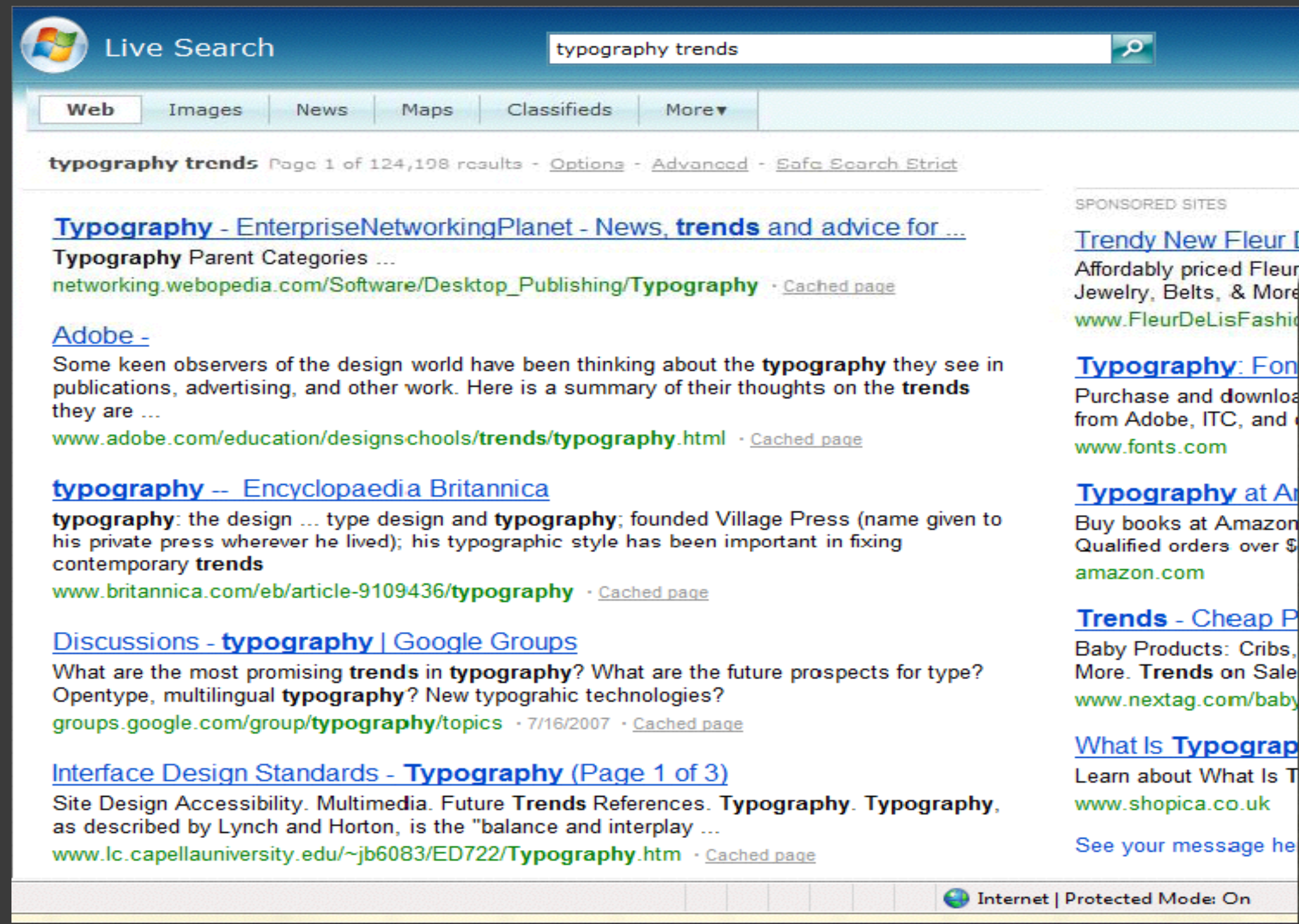
4.70% I'm on twitter

7.31% Follow me on twitter

10.09% You should follow me on twitter

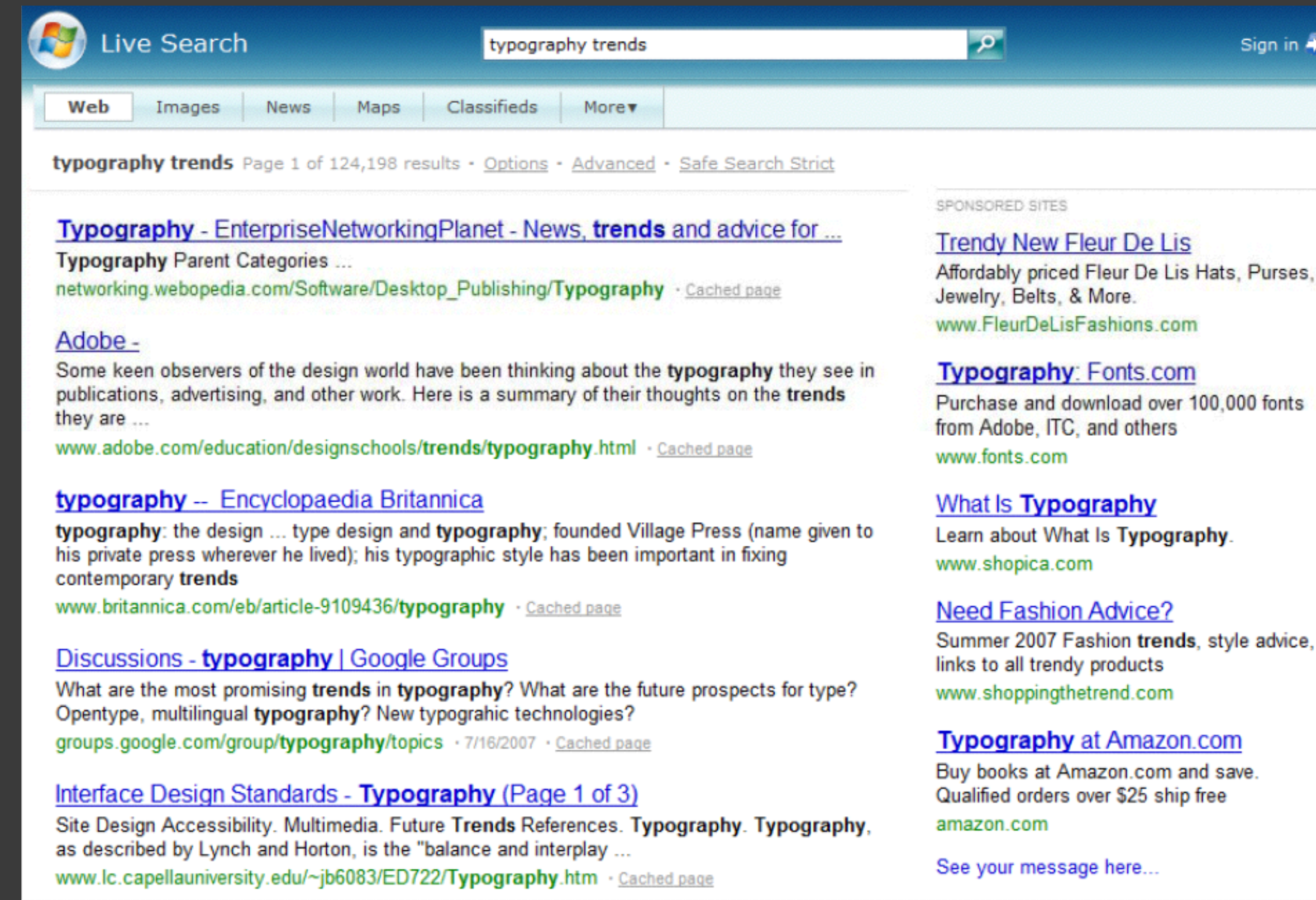
12.81% You should follow me on twitter here

Typography Experiment: Color Contrast on MSN Live Search



A: Softer colors

Content courtesy Ron Kohavi



B: High contrast

Queries/User up 0.9%

Ad clicks/user up 3.1%

Large scale changes design

- Making small but consequential differences detectable.
- Small differences accumulate
- Watch out for spurious results: do you trust your measurements?

Unexpected changes in a checkout page

- Which version produces more purchases?

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Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00

Update

Total: \$0.00

Select Shipping Method: Standard (\$5.95)

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- ✓ 100% Safe, Secured shopping
- ✓ We assure your Privacy

100% Secured Checkout

Proceed To Checkout

Item Name	Item Number	Quantity	Remove	Unit Price	Subtotal
Trial Kit	FFCS	1		\$0.00	\$0.00
				Discount	\$0.00
				Total	\$0.00

Enter Coupon Code

Select Shipping Method: Standard (\$5.95)

Recalculate Continue Shopping > Proceed To Checkout

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NEWS Online travel firm Expedia has found that data analytics can deliver a multi-million dollar kick to a company's bottom line.

The company used SAS analytics to identify a single change to a web page that generated an overnight surge in sales, Expedia's VP of global analytics and optimisation Joe Megibow told the SAS Premier Business Leadership Series conference in Las Vegas last week.

Expedia analysts realised the site needed to be changed after investigating why many customers who clicked the 'Buy Now' button on the company's site did not complete the transaction.

"This is someone who was on our site, found the right location and hotel, put in all their billing and travel information and clicked the 'Buy Now' button," Megibow said.

"As far as leading indicators of purchase intent go, this is as good as it gets and yet we weren't taking the money."

Analysts began examining and correlating information about these failed transactions to identify what traits they had in common.

The answer, it turns out, was quite simple: "We had an optional field on the site under 'Name', which was 'Company'," Megibow said.

FACEBOOK

silicon.com is on
Facebook

facebook

For all the latest stories and
updates from Silicon
Towers...

['Like' us on Facebook](#)

Small distractions
such as extra fields
can yield big changes

Small changes have positive impact, too

Version A

Please let us know if this content was helpful.

Rate this content:

☆☆☆☆☆

Tell us why you rated the content this way (optional):

Remaining characters: 650

Version B

How helpful was this information?
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

Click to rate: 3 out of 5 stars

How helpful was this information?
Click a star.

Not helpful ☆☆☆☆☆ Very helpful

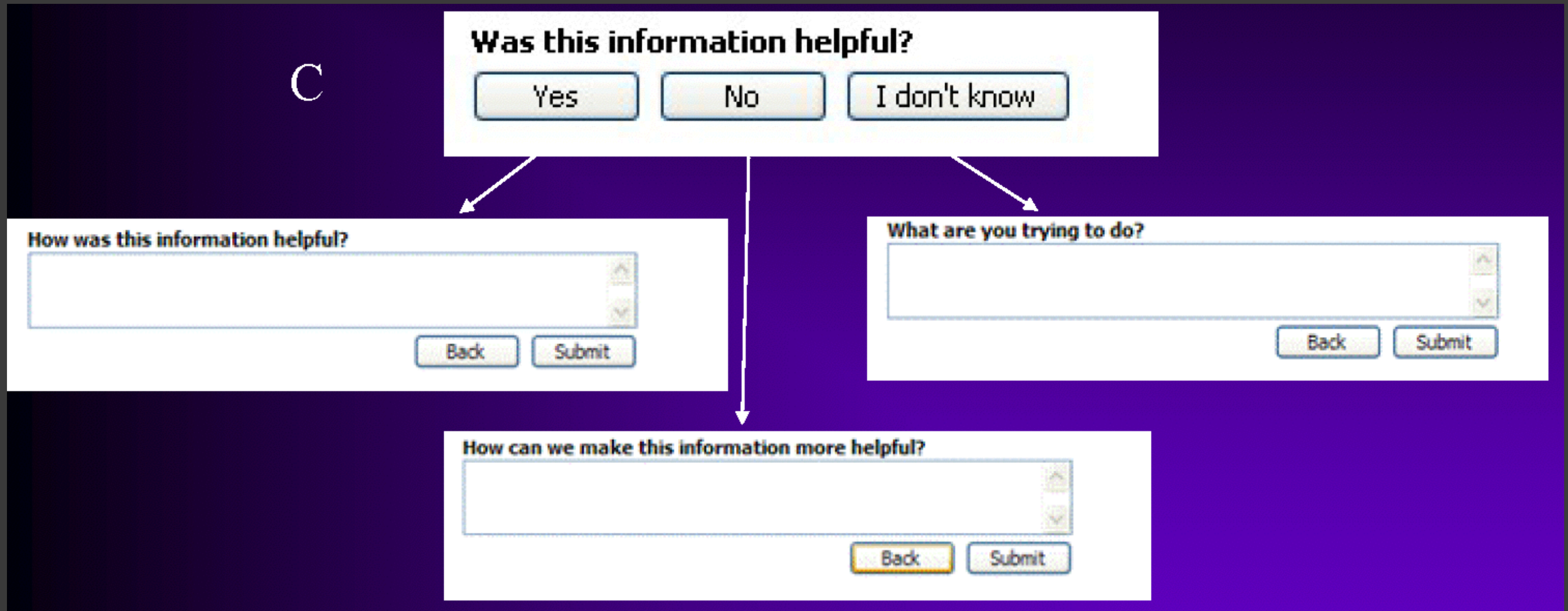
Why did you rate the information this way?

Remaining characters: 650

2x the response rate of Version A

Fewer options; custom response

Version C



3.5x the response rate of Version B!

Why?

- Commitment escalation: if they agree to do a little bit, then add more later, they're much more likely to do it than if you ask for everything up front

The big picture: continuous iteration

- Iterative design plus controlled experimentation are a formidable combination for quickly improving your design

Design in the online age

- Designers role shifts to being about creating multiple alternatives
- People are often too sure of themselves
- Rapid experimentation means the first release is (sometimes) less important -- fail fast