



## Checklist 10 - Managing And Anticipating Problems Of AB Testing

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Like any other experiment, AB tests are characterized by multiple problems that if undetected can potentially affect the effectiveness of the tests and have a negative impact on the accuracy of the results. It is always advisable to understand the type and nature of problems that pose validity threats to your tests in order to determine the best approach in solving them. Here are potential problems to look out for when conducting AB tests.*

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Running underpowered (inadequate sample size) AB tests.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Testing too many variables/elements together in an AB test.                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Ignoring or failure to follow the iterative process in order to maintain a testing culture. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Changing experiment settings and changing variants in an ongoing AB test.                   | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*

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- 5 Using unbalanced traffic in your tests.
- 6 Check out for mismatches in the sample ratios.
- 7 Failure to define your goals in your selected data analysis tool.
- 8 Failure to plan for your optimization plan.
- 9 Deliberately ignoring statistical significance.
- 10 Preventing the test to run through its course and testing for an inaccurate duration.
- 11 Ignoring the impact/influence of external factors on the outcome of your tests.

*Notes*

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- 12 Application of inappropriate tools thus compromising the validity of your results.
- 13 Failure to incorporate other tests such as multivariate and split testing to test for associated elements in the website.
- 14 Failing to check for page flickers.
- 15 Failing to ascertain the functionality of all pages in your tests.
- 16 Including links that are not functioning.
- 17 Pages that do not render correctly in different browsers.
- 18 Biases and conflicts that result from overlapping tests.

*Notes*

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- 19 Consider using predictive targeting to maintain the feasibility of your tests.
- 20 Consider the application of futility boundaries to inhibit regrets when testing.
- 21 Determine whether or not to apply the Bayesian model to estimate measures on complex tests.

*Notes*