



Designing with Data: Improving the User Experience with A/B Testing

By Rochelle King, Elizabeth F Churchill, Caitlin Tan

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On the surface, design practices and data science may not seem like obvious partners. But these disciplines actually work toward the same goal, helping designers and product managers understand users so they can craft elegant digital experiences. While data can enhance design, design can bring deeper meaning to data.

This practical guide shows you how to conduct data-driven A/B testing for making design decisions on everything from small tweaks to large-scale UX concepts. Complete with real-world examples, this book shows you how to make data-driven design part of your product design workflow.

- Understand the relationship between data, business, and design
- Get a firm grounding in data, data types, and components of A/B testing
- Use an experimentation framework to define opportunities, formulate hypotheses, and test different options
- Create hypotheses that connect to key metrics and business goals
- Design proposed solutions for hypotheses that are most promising
- Interpret the results of an A/B test and determine your next move

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Editorial Review

About the Author

Rochelle King is Global VP of Design and User Experience at Spotify where she is responsible for the teams that oversee user research and craft the product experience at Spotify. Prior to Spotify, Rochelle was VP of User Experience and Product Services at Netflix, where she managed the Design, Enhanced Content, Content Marketing and Localization teams at Netflix. Collectively, these groups were responsible for the UI, layout, meta-data (editorial and visual assets) and presentation of the Netflix service internationally across all platforms. Rochelle has over 14 years of experience working on consumer facing products. @rochelleking

Dr Elizabeth Churchill is a Director of User Experience at Google. Her work focuses on the connected ecosystems of the Social Web and Internet of Things.

For 2 decades, Elizabeth has been a research leader at well-known corporate R&D organizations including Fuji Xerox's research lab in Silicon Valley (FXPAL), the Palo Alto Research Center (PARC), eBay Research Labs in San Jose, and Yahoo! in Santa Clara, California.

Elizabeth is an ACM Distinguished Scientist and Speaker. She is also a member of the ACM's SIGCHI Academy, in recognition of her contributions to the field of Human Computer Interaction. She served in the ACM SIGCHI Executive Committee for 8 years, 6 years of those as Executive Vice President, and is the current Secretary/Treasurer of the ACM.

Elizabeth has contributed groundbreaking research in a number of areas, publishing over 100 peer reviewed articles, co-editing 5 books in HCI related fields, contributing as a regular columnist for the Association of Computing Machinery's (ACM) interactions magazine since 2008, and publishing an academic textbook, Foundations for Designing User Centered Systems. Her upcoming book, Designing with Data, will be published in 2016. She has also launched successful products, and has more than 50 patents granted or pending.

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