



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

Rochelle King, Elizabeth F Churchill, Caitlin Tan

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Designing with Data: Improving the User Experience with A/B Testing Rochelle King, Elizabeth F Churchill, Caitlin Tan

Amazon, Netflix, Google, and Facebook have all used data-driven design techniques to improve the user experience of their consumer products. With this book, you'll learn how improve your design decisions through data-driven A/B testing, and how you can apply this process to everything from small design tweaks to large-scale UX concepts.

Want to determine if a new color will improve your website's overall user experience? Or if different copy text will lead to a better click-through rate? A/B testing provides the data you need to make substantive design decisions. This book shows you how to make data-driven design part of your product design workflow.

- Get best practices for analyzing and applying user data when making design decisions
- Learn different approaches to data-informed design
- Understand potential pitfalls when relying on data
- Get an insider's view of how to make data-driven decisions

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