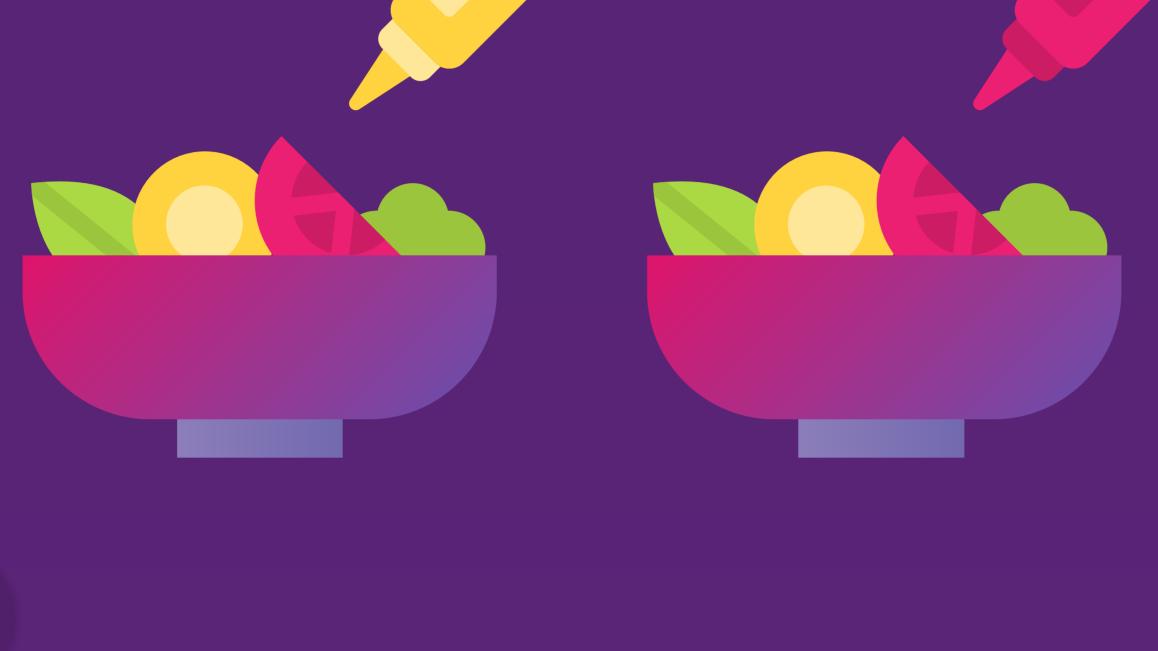
Yieldify

Marketing and user journey testing: 6 methods to try

A/B testing compares two variations of the same element to determine which one produces better results.

A/B TESTING

It is called A/B testing because it measures a user's response to Variant A vs Variant B.



elements to determine which combination produces better results.

The upside of multivariate tests is that you initially have more

Multivariate testing (MVT) compares multiple variations of several

MULTIVARIATE TESTING?

freedom and can make subtle changes rather than committing to versions A or B.



Its purpose is to determine the potential demand for an idea or a

User testing, or user research, is an umbrella term that involves a

variety of user testing methods: interviews, surveys, field studies,

focus groups, and others.

product by investigating user needs and behaviors. A typical outcome of a user test is a user persona or a target audience segment.



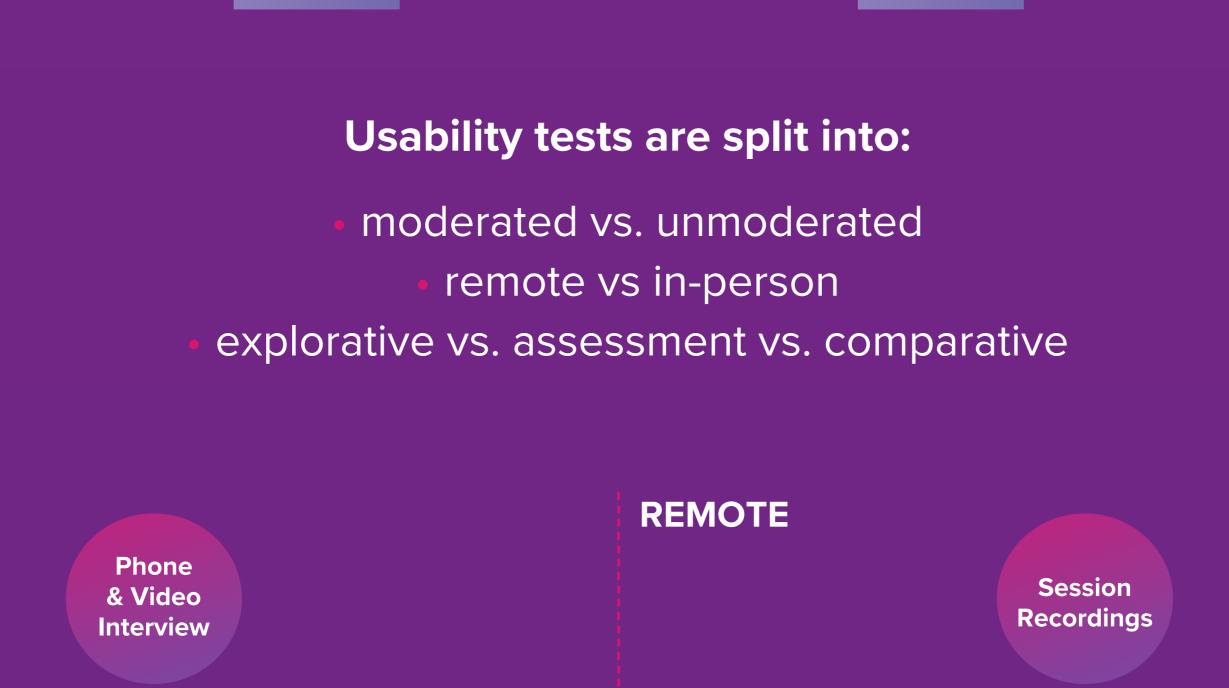
Usability testing lets you understand how real users interact with

the product or service, measure the user experience, and improve

design based on your findings. In a typical usability test,

participants are asked to complete a set of tasks while being

observed by a research team.



User

Testing

Platforms

IN-PERSON

UNMODERATED

Observation

MODERATED

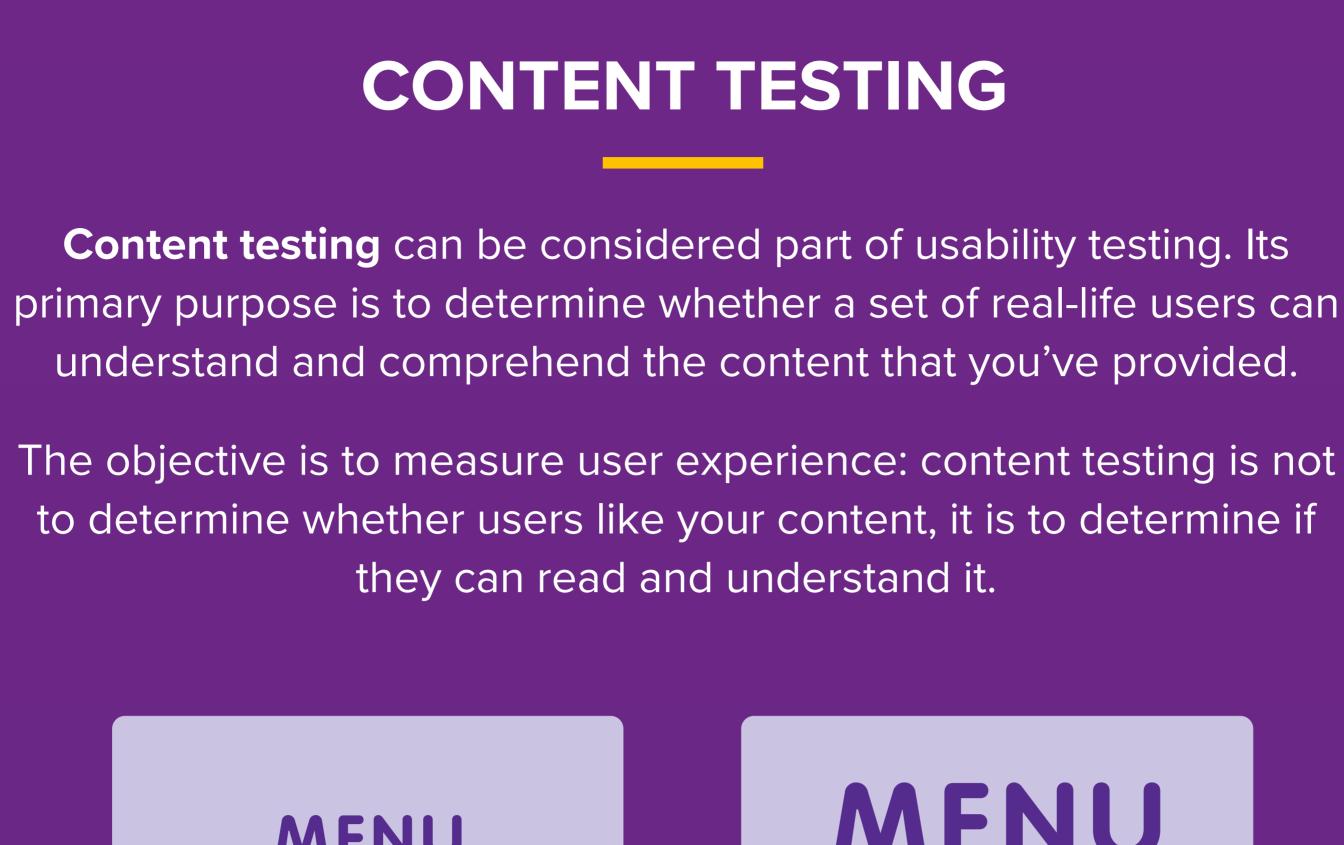
Lab

Usability

Testing

Guerrilla

Testing

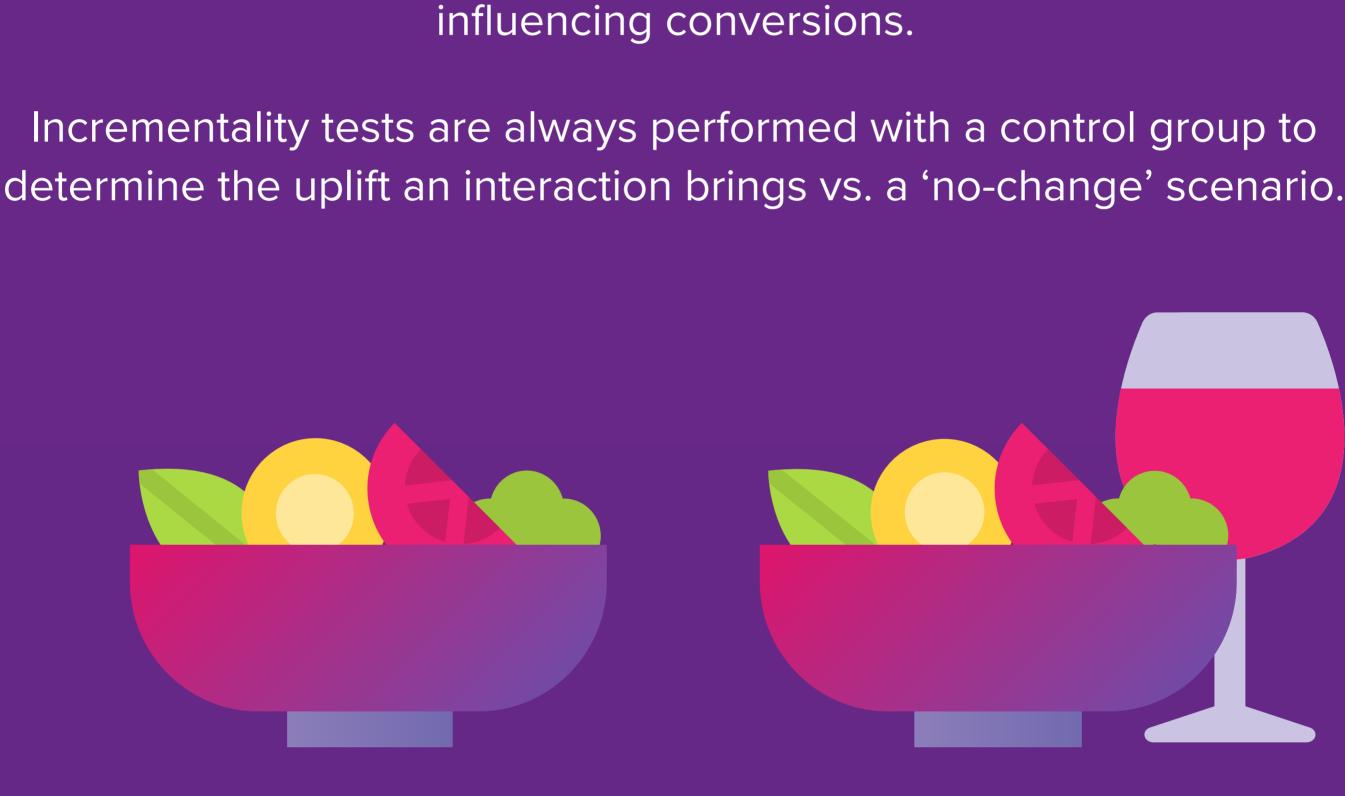


INCREMENTALITY TESTING

Incrementality testing is a technique that measures the impact of

a single variable on an individual user's behavior. In other words, it

helps to identify how effective a particular interaction is in





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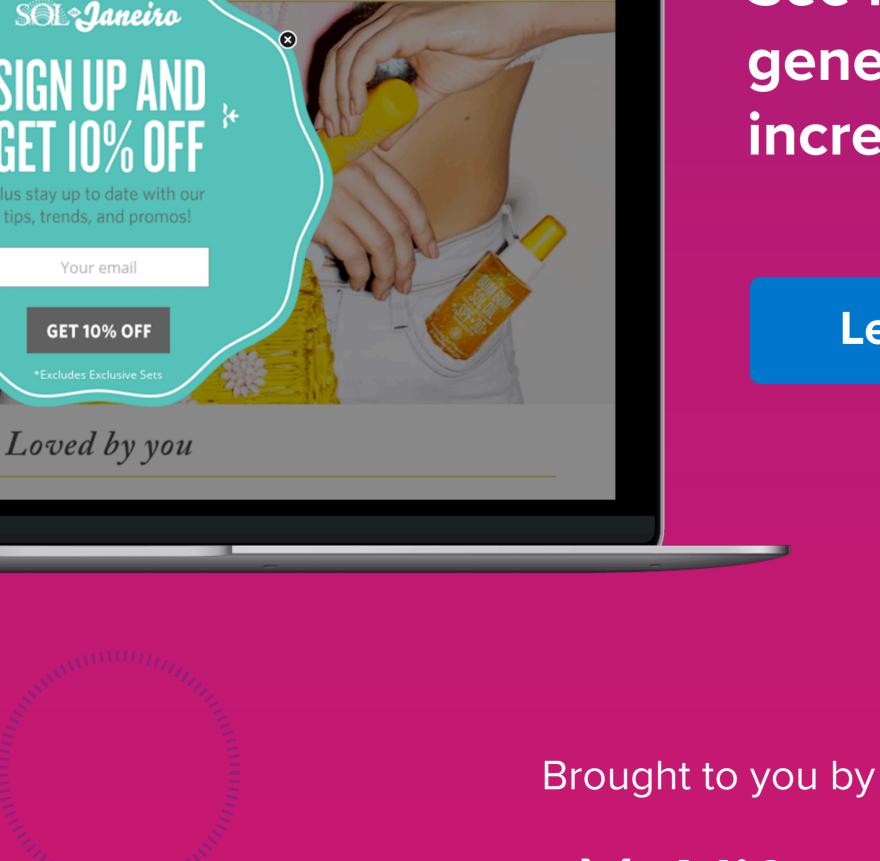
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