

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Website Data Analysis

Title	Apply A/B test to evaluate and enhance website effectiveness.
Code	107202L6
Description	Apply the A/B Testing model to test the corporate website so as to collect data to evaluate the effectiveness of the website design and propose website optimization solution.
Level	6
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Master the concept of A/B Testing</p> <ul style="list-style-type: none"> <li>• Master the basic principles of A/B Testing <ul style="list-style-type: none"> <li>○ For the same objective to develop two programs (such as two website pages) so that part of the user to use A program, another part of the user using the B program. Record the users operation to see which program is more in line with the design rational.</li> <li>○ There are many kinds of changes in the test including the title of the page, copy, the title of the newsletter, layout, sender name etc. A / B Testing is not limited to two versions only. As long as the lock one variable component, different versions of test could be conducted.</li> <li>○ Except the factor for experiment, all other conditions to be consistent in order to avoid interference by other factors.</li> </ul> </li> <li>• Understand the importance of A/B Testing <ul style="list-style-type: none"> <li>○ A/B Testing is actually designing an experiment to get objective data to support decision making</li> <li>○ Through experiments, corporate could avoid being terrified by personal experience and continue to improve operation from the experimental results.</li> <li>○ On internet, corporate could more easily control changes and collect data</li> </ul> </li> </ul> <p>2. Formulate A/B Testing strategy</p> <ul style="list-style-type: none"> <li>• Establish a test page (variation page). This page could be different from the original page (control page) in terms of title font, background color, wording and other aspects. Then users are allowed to visit the two pages randomly.</li> <li>• Separately measure the conversation rate of the two pages so as to understand the advantages and disadvantages of the two page design.</li> <li>• In measuring the results, observe a number of indicators but not a single indicator.</li> <li>• Determine the weighting of different indicators which must align with the corporate objectives and website objectives.</li> <li>• The test time basis is weekly. Avoid the impact from weekends.</li> </ul> <p>3. Select and apply the appropriate test tools</p> <ul style="list-style-type: none"> <li>• Corporate must set up traffic tracking tools to track traffic results for different test versions.</li> <li>• Select the appropriate test tool and divert part of the traffic to the test version so as to observe the experimental results.</li> <li>• Apply some major testing tools including: <ul style="list-style-type: none"> <li>○ Google Website Optimizer</li> <li>○ Visual Website Optimizer</li> <li>○ Unbounce and Performable</li> <li>○ AppAdhocOptimizer</li> </ul> </li> </ul>

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	<p>4. Review the A/B Testing results</p> <ul style="list-style-type: none"><li>• The test results are always surprising. Do not let the individual intuitiveness to overturn the test results.</li><li>• The A/B Testing page must have a higher number of independent visitors (UV, Unique Visitor) because the diversion has certain randomness. If the UV of test page is too small, small number of visitors would be assigned to the page that lead to some randomness effect. If the UV is large, the results will be close to the real data.</li></ul> <p>5. Exhibit professionalism</p> <ul style="list-style-type: none"><li>• Ensure the accuracy and timeliness of the analysis report content and data</li><li>• Abide by ethical conduct and integrity attitude in the preparation of analysis reports. Prevent false acts</li></ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"><li>• Master the concept of A/B Testing</li><li>• Formulate A/B Testing strategy and select the appropriate testing tools</li><li>• Carry out objective analysis of the test results</li></ul>
Remark	