

[m]asterclass

Product experiments

How to effectively design and conduct an A/B test?

During the training, you will learn how to objectively measure the impact of your changes on user actions. Throughout the course, you will practice selecting success metrics, calculating the necessary group size for conducting an experiment and analyzing its results. You will also understand when to use A/B testing and when other methods may be more appropriate. The entire body of knowledge will be conveyed by a practitioner with over a decade of experience in experiments, who has conducted or consulted on more than 100 experiments across several major digital products as well as in a research team in the psychology of language.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, the participants will:

- learn what product experiments are
- understand the scientific reasoning that explains why A/B tests really work
- find out when an A/B test is a bad solution for a research problem
- learn how to measure the impact of a product change on users
- learn what the p-value is and how to use it to interpret the results of experiments
- understand how many users are needed to effectively conduct experiments
- learn the recipe for flawlessly conducting an A/B test
- be able to document conducted experiments simply and effectively

Trainer



Michał Witkowski

Psychologist and data analyst. One of the pioneers of product analytics, working in the field since 2014. He combines mathematical skills with psychological knowledge. He has built analytical teams in three product companies, managed a team of product analysts at Zendesk, and designed and implemented from scratch a survey system for measuring user satisfaction at Onet. Consulting analytics solutions for many companies, including Canal+, Booksy, and ING. Lectures at universities and speaks at conferences, teaching how to use quantitative data to create better digital products.

[EXP] Product experiments

Training program

Duration: 4 hours (online, live)

- What are product experiments and how do they work?
- Which research problems can be solved using experiments?
- Selecting success metrics in product experiments
- Interpretation of A/B test results
- Determining sample size and duration of an A/B test
- Designing experiments
- Documentation and storage of experiment results

Who is it for?

- Product Managers - will learn how to correctly use the most important quantitative research method available in digital products.
- UX Specialists - will learn how to measure the impact of the changes they implemented on the product and users.
- UX Researchers - will learn how to confirm qualitative results with a well-established quantitative method
- Marketing Specialists - will learn how to create A/B tests that effectively optimize marketing activities.

Contact us!



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