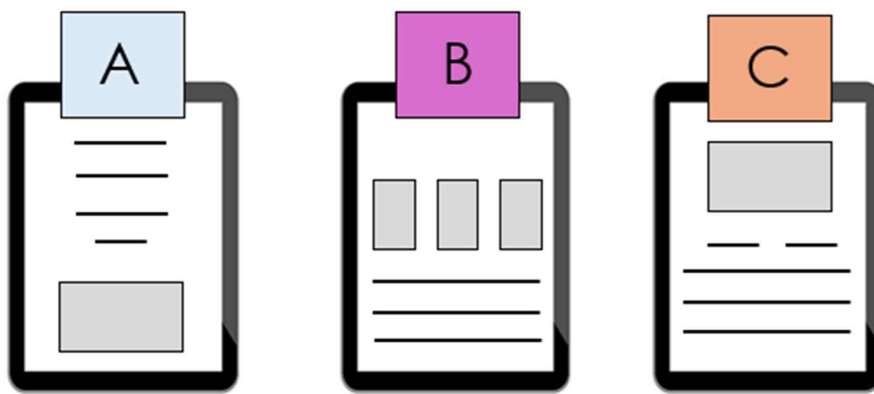


# Home Improvement Survey: A/B/C Test Research Plan



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## Overview

AARH Internet Services conducted an A/B/C navigation test to compare multiple contact variations and identify which performed best based on user behavior. This study used a quantitative survey of Ohio homeowners planning home improvement projects to evaluate navigation preferences.

Prior research included:

- UX audit of the Monarch Construction website
- User interviews
- Quantitative survey
- First-click testing

## Study Purpose

The purpose of this A/B/C test is to understand which contact method users prefer when reaching out from the top of a webpage. The goal is to identify the option that is most noticeable, easiest to use, and most likely to be selected.

## Schedule

The survey will be conducted using the Google Forms platform. A Facebook message was posted in November 2025. Participants interested in participating were emailed the survey links. They were not compensated.

## Research Questions

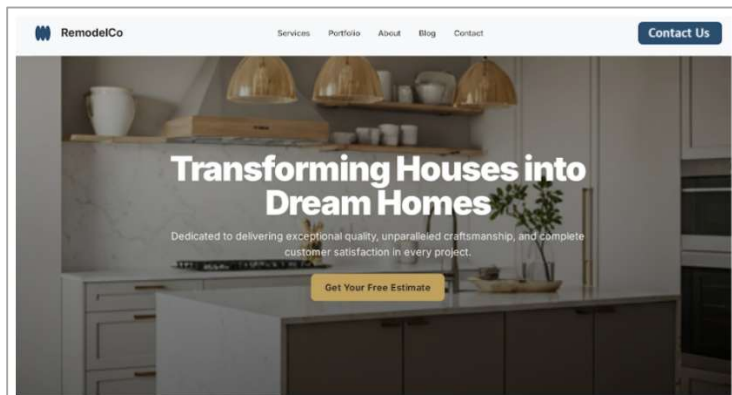
1. Which option (Button, Contact Link, or Phone Number) do participants click most often?
2. Do click preferences differ across age groups?
3. Do participants rate the options differently on the Likert-scale question?

## Test Variants

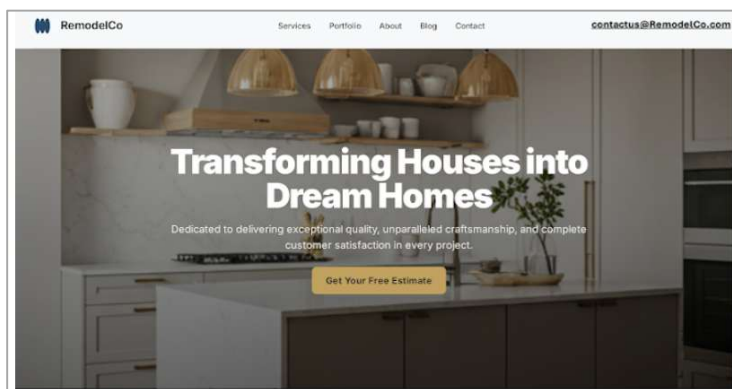
- Variant A – Blue Button: A prominent blue contact button at the top of the page.
- Variant B – Text Link: A simple text-based contact link at the top of the page.
- Variant C – Phone Number: A displayed phone number at the top of the page for immediate contact.

## Screenshots

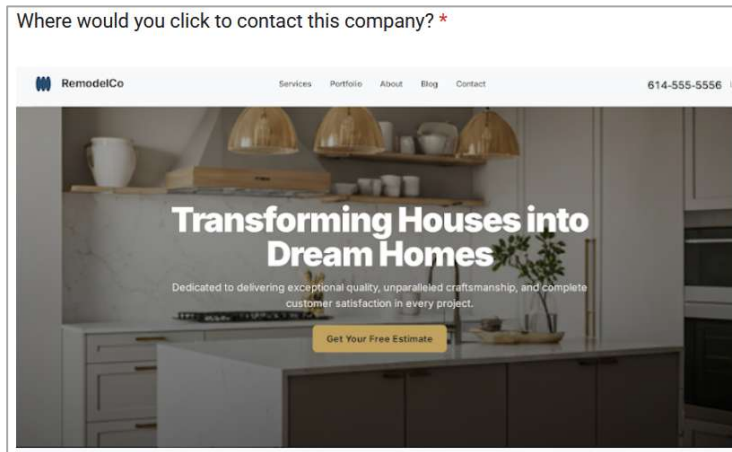
- *Screenshot A – Blue Button*



- *Screenshot B – Email Link*



- *Screenshot C – Phone Number*



## Method

- Participants will complete a **5-question Google Form survey** comparing the three options.
- Study is for class research purposes; **no compensation provided**.
- Metrics collected:
  - **First-click selection** (categorical)
  - **Likert-scale ratings** for clarity, trust, and likelihood to use
- Analysis:
  - **Counts/percentages** for first clicks
  - **Chi-square / Fisher's Exact Test** by age group
  - **Kruskal-Wallis Test** for Likert-scale ratings

## Tasks for Participants

1. **Identify** Contact Method
  - Select where you would click to contact the company: Blue Button, Text Link, or Phone Number.
2. **Rate Clarity**
  - Likert scale (1–5): How clear is it that this element lets you contact the company?
3. **Rate Likelihood of Use**
  - Likert scale (1–5): How likely are you to use this method to contact the company?
4. **Rate Trustworthiness**
  - Likert scale (1–5): How trustworthy does this contact option appear?
5. **Expected Outcome**
  - Determine which top-of-page contact method is **most effective at drawing attention and encouraging interaction**.
  - Identify any differences in preference across age groups.

## Recruitment Text Posted on Facebook

*"Help us test a website! Hi – I am almost done with my quantitative analysis class! Please send me a message if you have time for a quick survey. It only takes about 5 minutes. You'll see a screenshot and answer 5 simple questions about how you would contact the company. No payment is provided. Your feedback is very valuable! Please contact me and I will send you a URL."*