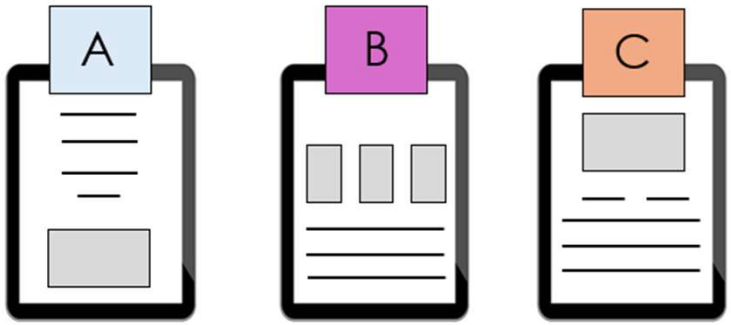
Home Improvement Survey:
A/B/C Testing Results

Presented by Theresa Wilkinson

Home Improvement Survey: A/B/C Testing Results



Agenda

1. Executive Summary
2. Comparing groups

Executive Summary

Metrics Collected

- Because this was a survey-based click test (not a usability platform that records timing), only one metric was collected:
- First Click Selection- Participants selected one of the three options (Button, Text Link, or Phone Number). This is a categorical variable showing which option each person chose.
- No timing data and no click-accuracy data were collected.

Click Test Results

- This study collected a single key metric: the **percentage of participants who selected each option** (Button, Text Link, or Phone Number).
- Participants chose one option from the three, and the results reflect the distribution of those selections. These percentages summarize which design element participants were most likely to click first.

Executive Summary

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?

Executive Summary

Research Question 1: Which option do participants click most often?

- Most participants clicked the Contact Us button.
- This is based on raw counts from Q2.

Research Question 2: Do click preferences differ across age groups?

- Click preferences did not differ significantly by age.
- Chi-square p = 0.387, Fisher's Exact p = 0.379 (small effect seen in Fisher).

Research Question 3: Do participants rate the options differently on the Likert-scale question?

- Ratings were generally positive for all options.
- No significant differences by age across Q4–Q6 (Kruskal-Wallis p-values mostly > 0.05).

Executive Summary

Methodology

- Platform: Google Forms
- Recruitment: Facebook post (Nov 2025) + email link
- Participants: Homeowners 18–65+
- Incentives: None (uncompensated)

Analysis Groups:

- Homeowners are considering improvements
- Age segments: 45–54, 55–64, 65+

Executive Summary

Survey Questions	Test	Result / p value	Notes
Q2: Where would you click to contact this company?	Chi-square	$\chi^2 = 9.19$, df = 4, p = 0.0565	Not significant (borderline)
	Fisher's Exact	p = 0.04241	Small but significant association between age group and clicks
	Counts		Most-clicked option = Contact Us button (raw counts)
Q3: How quickly did you spot it?	Chi-square	$\chi^2 = 6.3333$, df = 6, p = 0.3869	Not significant
	Fisher's Exact	p = 0.02347	Significant — age group affects response
	Kruskal-Wallis	$\chi^2 = 8.12$, df = 2, p = 0.01725	Significant difference overall
	Pairwise Wilcoxon	all p > 0.05	No individual age group differs significantly

Executive Summary

Survey Questions	Test	Result / p value	Notes
Q4: How clear is it that this lets you contact the company?	Chi-square	$\chi^2 = 9.6078$, df = 6, p = 0.1422	Not significant
	Fisher's Exact	p = 0.04978	Borderline significant (small effect)
	Kruskal-Wallis	$\chi^2 = 4.9761$, df = 2, p = 0.08307	Not significant
	Pairwise Wilcoxon	all $p > 0.05$	No group differences
Q5: How likely are you to use this to contact the company?	Chi-square	$\chi^2 = 11.013$, df = 6, p = 0.08797	Not significant
	Fisher's Exact	p = 0.02347	Significant effect of age
	Kruskal-Wallis	$\chi^2 = 8.12$, df = 2, p = 0.01725	Significant overall

Executive Summary

Survey Questions	Test	Result / p value	Notes
Q5: How likely are you to use this to contact the company?	Pairwise Wilcoxon	45–54 vs 55–64 p = 0.016; 45–54 vs 65+ p = 0.044; 55–64 vs 65+ p = 1.00	No pairwise differences significant after Bonferroni correction
Q6: How trustworthy does this contact option appear?	Chi-square	$\chi^2 = 9.1909$, df = 4, p = 0.0565	Borderline
	Fisher's Exact	p = 0.04241	Significant association with age
	Kruskal-Wallis	$\chi^2 = 4.8208$, df = 2, p = 0.08978	Not significant
	Pairwise Wilcoxon	all p > 0.05	No group differences

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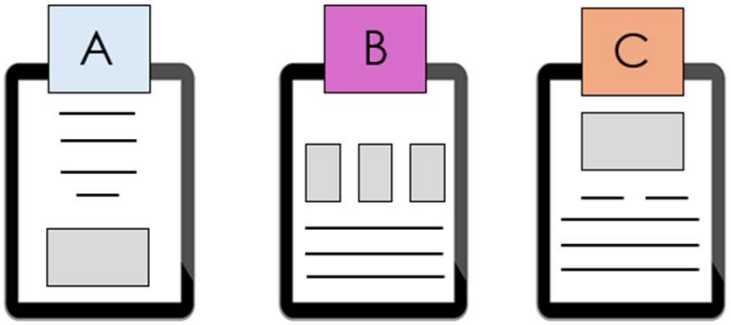
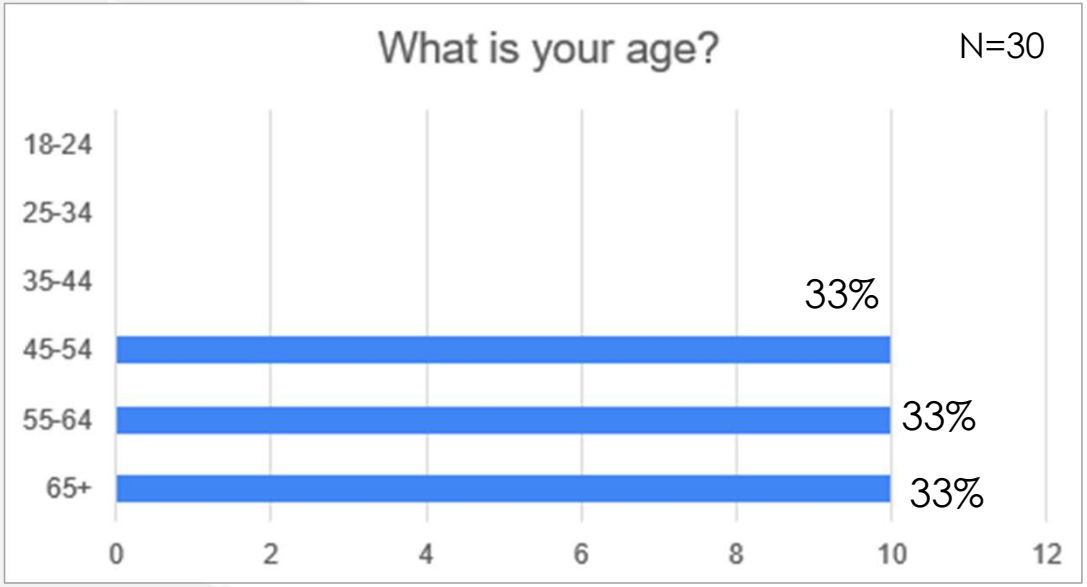


Comparing groups:

- 45-54
- 55-64
- 65+

Question 1



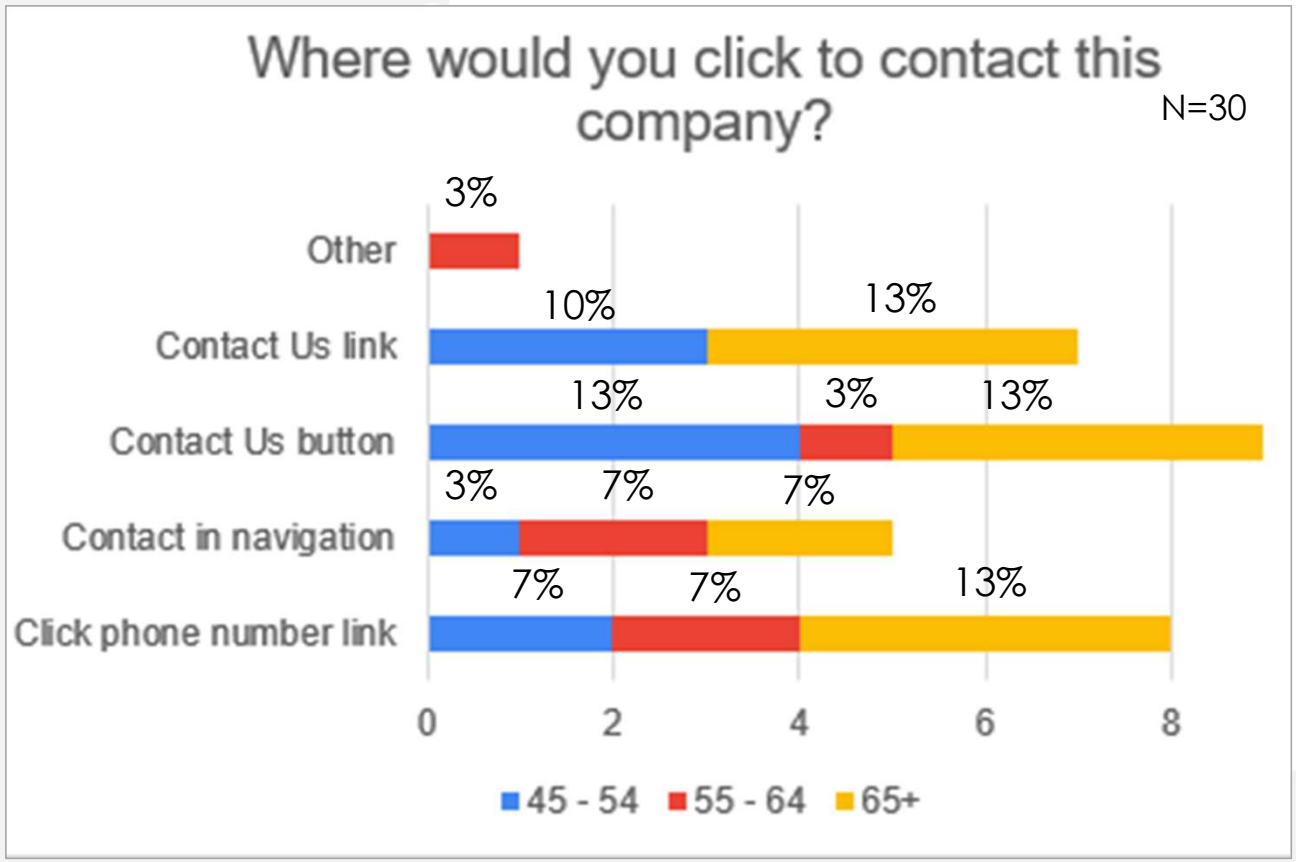
Results:

10 Participants 45-54

10 Participants 65-64

10 Participants 65+

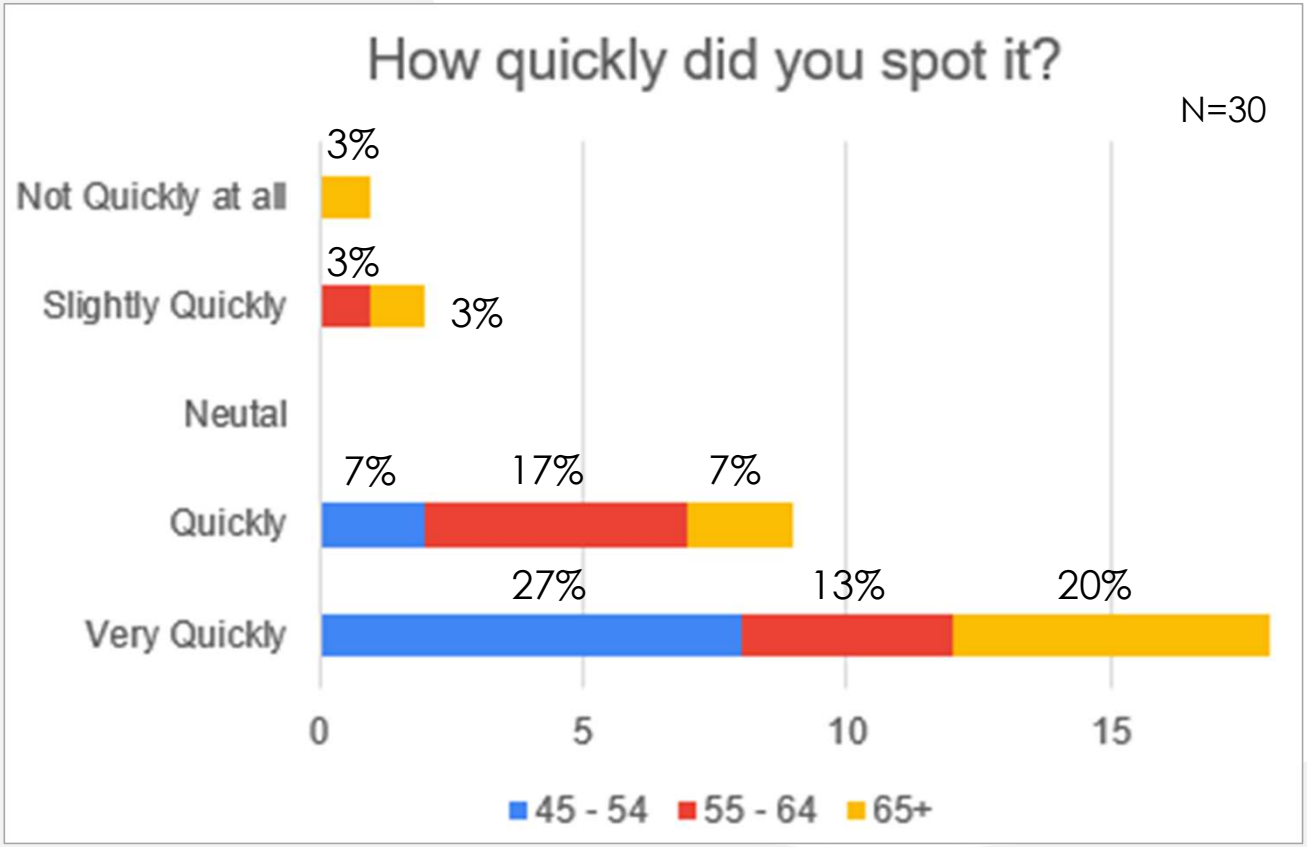
Question 2



Results:

- Most participants clicked the **Contact Us button**.
- Click preferences **did not differ meaningfully by age**:
  - Fisher's Exact Test: $p = 0.042$ → small significant difference
  - Chi-square tests: $p = 0.0565$ and $p = 0.298$ → not significant
- Likert-scale ratings were **similar across age groups** (Kruskal-Wallis $\chi^2 = 4.82$, $p = 0.090$).
- **Overall:** Only one categorical item showed a small age effect; all other differences were not meaningful.

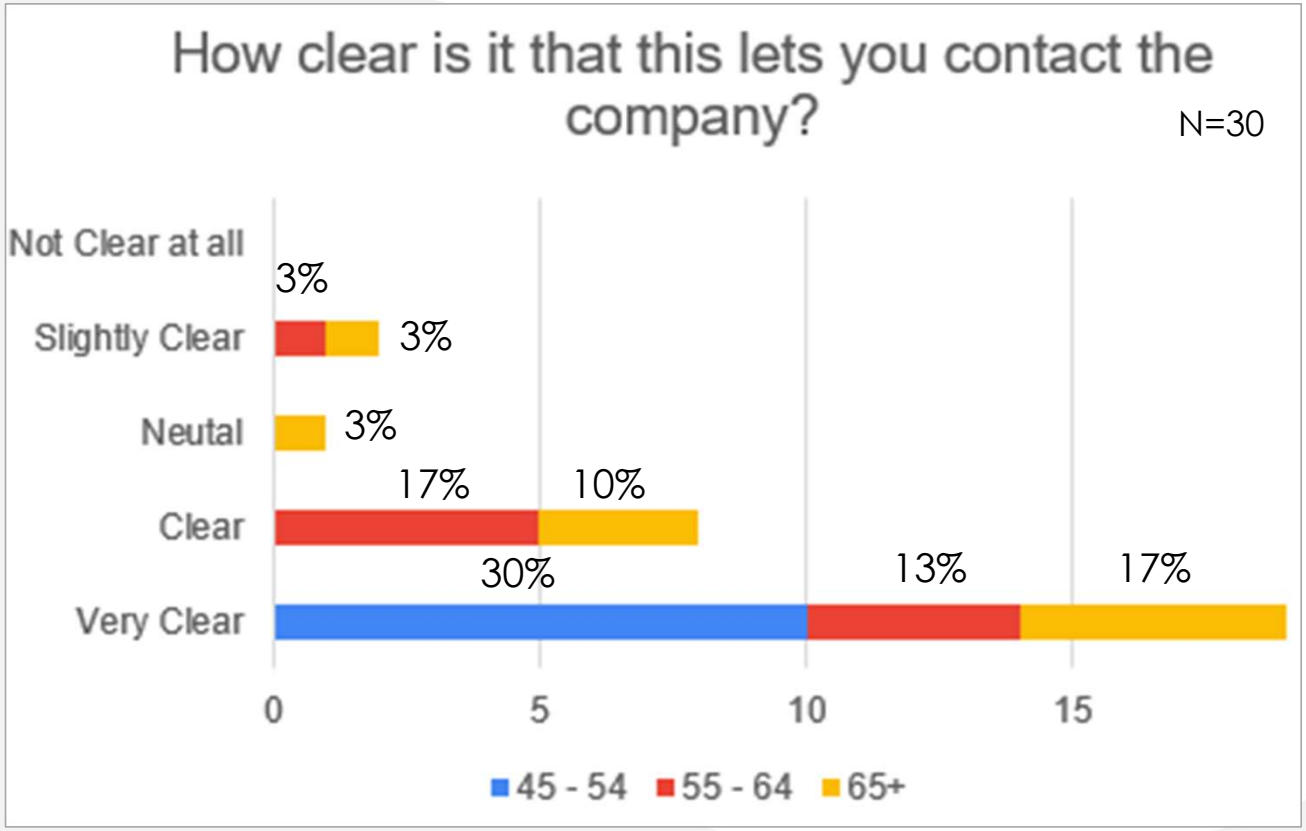
Question 3



Results:

- Age group influences overall spotting patterns.
- Fisher's Exact Test: $p = 0.023$ → significant
- Kruskal-Wallis Test: $p = 0.017$ → significant overall
- Pairwise comparisons: No specific age group differs significantly (all $p > 0.05$ after Bonferroni correction)
- **Overall:** Age affects general patterns, but no single group stands out.

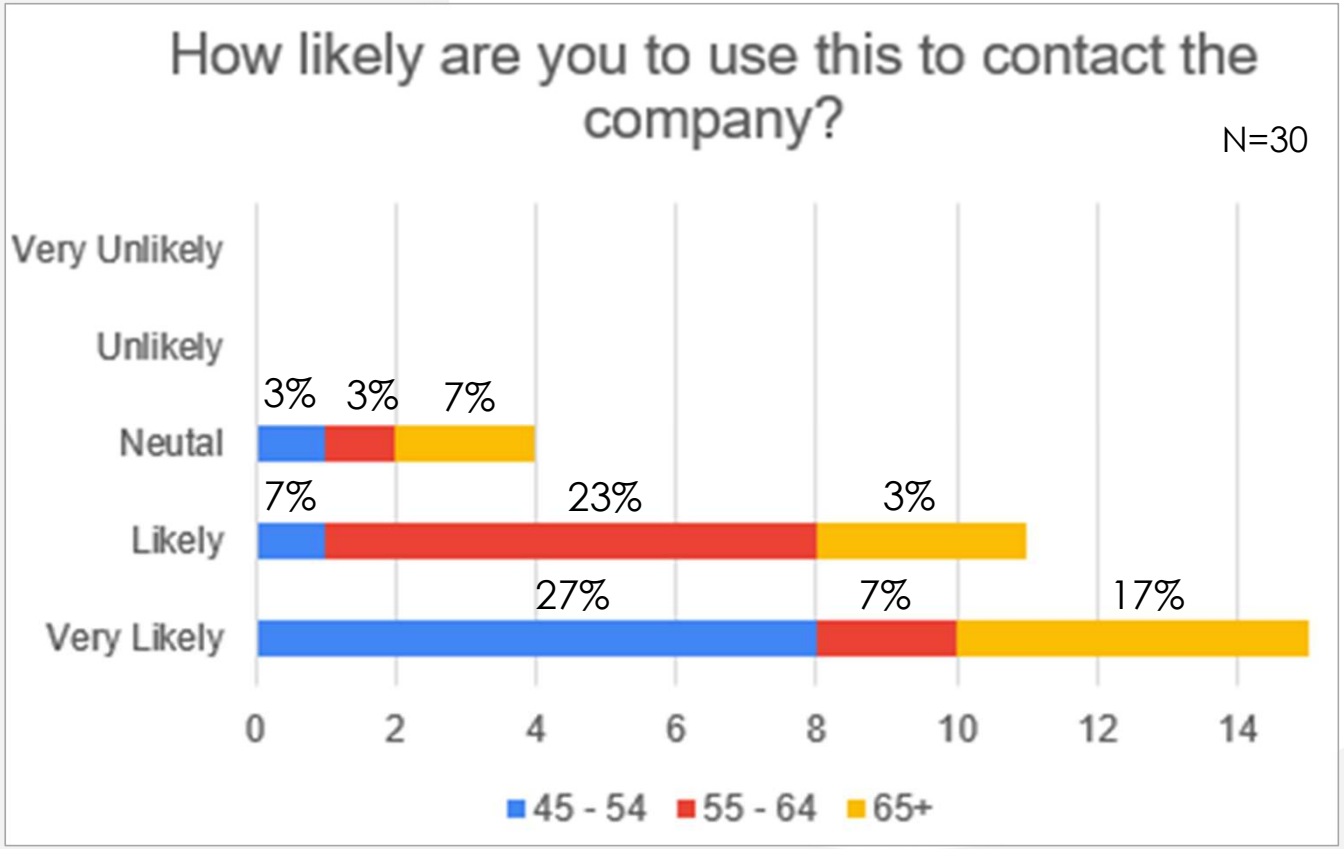
Question 4



Results:

- Borderline effect: Fisher's Exact Test p = 0.049
- Other tests: Chi-square, Kruskal-Wallis, and pairwise Wilcoxon → not significant
- Overall: No consistent evidence that clarity ratings differ by age group

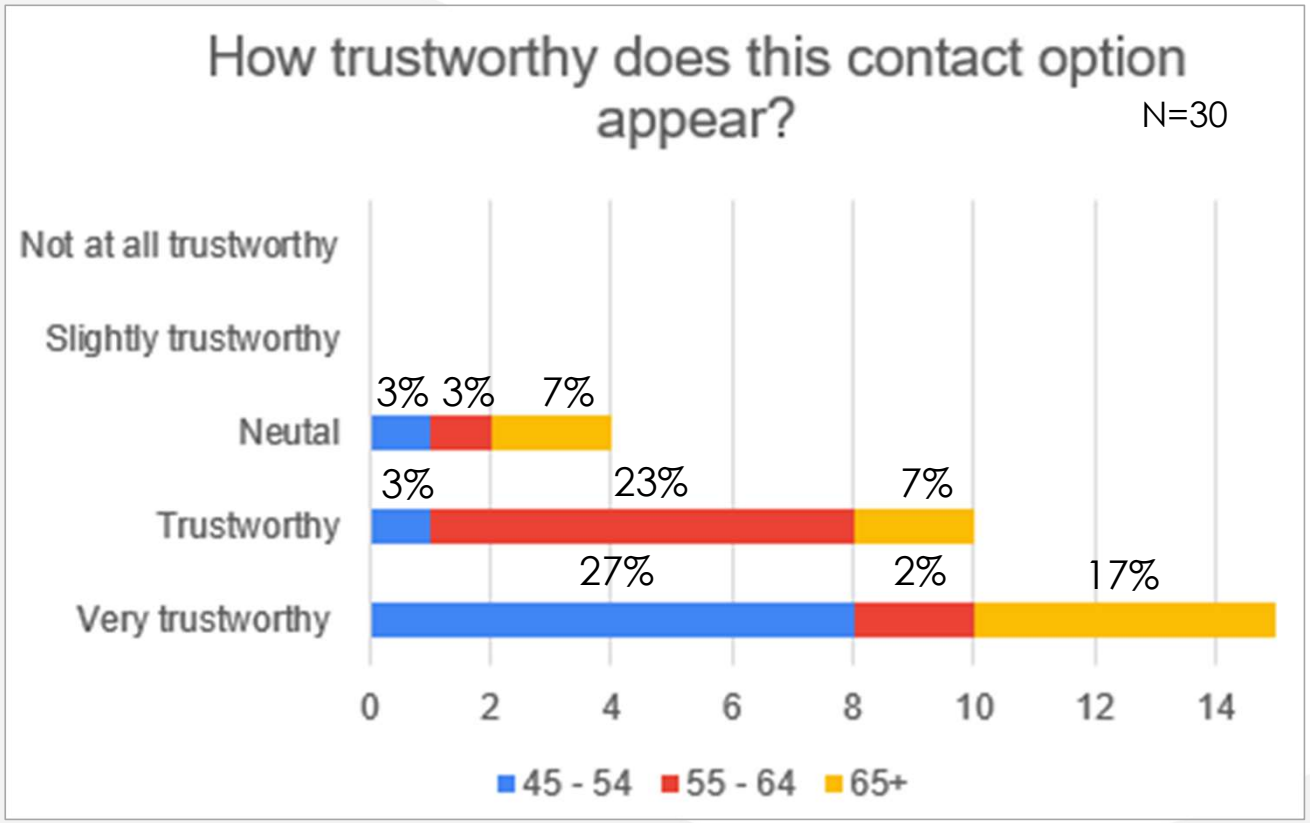
Question 5



Results:

- Categorical responses: Small significant difference by age (Fisher's Exact Test $p = 0.042$)
- Chi-square test: Borderline, not significant ($p = 0.057$)
- Likert-scale ratings: No significant differences across age groups (Kruskal-Wallis $p = 0.090$)
- Pairwise comparisons: No meaningful differences after correction
- Overall: Only the categorical responses show a small age effect; Likert ratings are similar across groups

Question 6



Results:

- Categorical responses: Small significant difference by age (Fisher's Exact Test p = 0.0424)
- Chi-square test: Borderline, not significant (p = 0.0565)
- Likert-scale ratings: No significant differences across age groups (Kruskal-Wallis p = 0.0898)
- Pairwise comparisons: No significant differences after Bonferroni correction
- Overall: Only categorical responses show a small age effect; trust ratings are otherwise similar across groups