CRO - AB Testing Process

Start of CRO process

UX DS — UX Experience Analysis

ST — Ideation

ST PM AN DEV — Idea Validation

DEV QA — Tech feasibility + estimate

ST PM CL — PXL

ST PM CL — Present idea conceptualization

ST AN — Data Analysis

AN — Events / Metrics

DEV ST — Tool Setup + Development

CL — Approval

DS ST — Design

CL — Approval

UX ST — UX

QA — Quality Assurance

ST PM QA DEV AN — Validation pre-launch

CL — Approval

PM QA DEV — Experience Launch

Analyze Results

Implement on site

Legend

- **PM** Project Manager
- **ST** Strategists
- **DS** Designer
- **QA** Quality Assurance
- **AN** Analytics Team
- **UX** UX Architect
- **DEV** Dev Team
- **CL** Client

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