

How to validate new changes for a website.

Do you have enough traffic for an A/B test?

No

Yes

Do you have bandwidth to test different solutions/ executions for the hypothesis? (multiple iterations)

Yes

Are you confident in the execution for the solution?

Yes

RUN AN A/B TEST

No

No

Validate ideas and get more feedback prior to testing

Are you changing the site functionality?

Yes

RUN USER TESTING ON CONTROL AND VARIANT WIREFRAMES.
e.g. via Userlytics, Userzoom, etc.

No

Are you planning on changing any copy on the website?

Yes

Are you changing the category names in the navigation?

Yes

CONDUCT TREE TESTING TO GET INSIGHTS.
e.g. via OptimalWorkshop

No

GO WITH COPY PREFERENCE TESTING.
e.g. via Wynter

No

Are you changing the design or UI?

Yes

Do you want to also evaluate how people are interacting with the new design? (i.e. heatmaps)

Yes

CONDUCT DESIGN PREFERENCE TESTING.
e.g. via Maze

A lot of small changes or prototypes with multiple pages.

No

CONDUCT FIVE SECOND TESTS FOR QUALITATIVE FEEDBACK.
e.g. via UsabilityHub

Bigger design changes on one page/area that are noticeable in 5 seconds.