Hypothesis Testing vs “Do No Harm” Treatments in A/B Testing

**HYPOTHESIS TESTING**

- **Accepted Hypothesis** (Superior)
- **Rejected Hypothesis**
  - Statistically inconclusive

**DO NO HARM**

- **Accepted Change** (Do No Harm)
- **Rejected Change**
  - Non-inferiority Margin

**USE CASE EXAMPLES**

- Validate a treatment for increased conversion rates
- Making a business case for a new functionality
- When treatment is hard or impossible to reverse

- Risk mitigation when introducing changes
- Removing elements without a detrimental effect
- When treatment faces no opposition (i.e. CEO suggested a change)