



TECHNOLOGY

POST-LESSON PLAN

A/B Testing Challenge Worksheet

Name: _____

Date: _____

Class/Grade: _____

Step 1: Define Your Objective

What are you testing, and how will you measure it?

Objective: _____

Metric: _____

Step 2: Form Your Hypothesis

Write your hypothesis in this format:

We think _____ (Version A or B) will be most popular with our classmates, and we'll measure this by _____.

Then, make an assumption to draw out your thinking further. Why do you think the version you chose will win? What is making you think that way?

Step 3: Design Versions A & B

Describe or sketch your two options:

Version A: _____

Version B: _____

Step 4: Collect Data

Votes for Version A: _____

Votes for Version B: _____

Total Sample Size: _____

Step 5: Analyze & Conclude

Which version won? _____

Was your hypothesis supported? **Yes / No**

Margin of victory (by how many votes): _____

If you ran this test again, what's one thing you'd change?

Final Reflection

What's one way this kind of test could guide a real game-day choice?