



A/B Testing Web Analytics Data [dataset]

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Description

The subfolder named "GoogleAnalytics" contains 4 files: Data from Google Analytics Users Flow, in PDF; Data from Google Analytics All Pages view, in PDF and XSL; Data from Google Analytics Experiments. The subfolder named "CrazyEgg" contains 5 subfolders, one each that corresponds with an A/B test variation used during the experiment described in the above paper. Each subfolder contains 3 files: Data visualization of user click behavior, in PDF and JPEG; Data for user click behavior, in XSL. Together these files may be used to reconstruct results and to guide the design of additional A/B tests.

Associated Article

Young, Scott WH (2014) Improving Library User Experience with A/B Testing: Principles and Process. Weave: Journal of Library User Experience. University of Michigan Library.

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