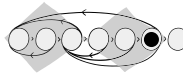


Project:  
Team:  
Version & Date:



# A/B TESTING



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
978-1-119-62919-1

**Quick guide:** The A/B test can be used as a stand-alone test or as an extension of a test from a prototype. The A/B test is a simple way to test two variants of a prototype in parallel, for example. The test of the prototype usually answers a question with different characteristics.

More tips & tricks for this template on book page: 233

## Learning objectives

*What are the learning goals?*

# 1



## Customer segments

*Which test groups are used for testing?*

# 2



## How should it be tested?

*What does the prototype or experiment look like?*

# 3



## Test results

*Evaluation of test results*

# 4



## Findings

*Which variant suits best the preferences of the customer segment?*

# 5



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