



AB TESTING WITH URBANFLOW ENGINE

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ABOUT ME





TALK

Background on AB testing.

Using AB testing in GeoDesign context.

Implications for the planning process.



THE SIMPLEST EXAMPLE

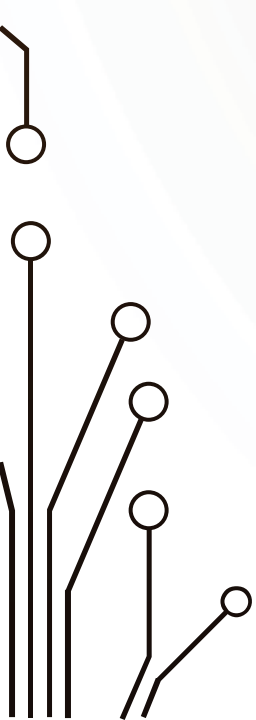
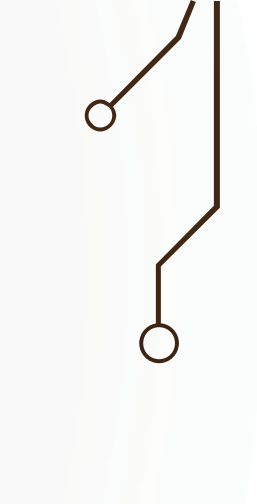
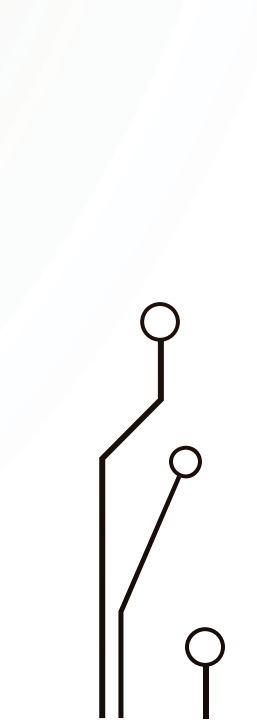


AB TESTING MECHANICS





5 STEPS TO AB TESTING

1. Build a hypothesis.
 2. Develop two versions of a page.
 3. Randomly show different versions to users.
 4. Track how users interact with page.
 5. Evaluate.
- 
- 
- 

HYPOTHESIS TEMPLATE

Changing _____ into _____
will _____.

**I RAN AN A/B TEST
ONCE**



IT WAS AWFUL

memegenerator.net



CAUTION

Testing and test development is a skill.

Quantitative data alone is not sufficient.





AB TESTING AND THE URBAN PLANNING PROCESS



PROBLEM STATEMENT AND HYPOTHESIS

Problem Statement: The inhabitants of the residential zone need to be able see the park.

Hypothesis: By extending the current park into the vacant lot, we will ensure accessibility.



TWO DIFFERENT PLANS



PLAN VERSIONS

Requirement 1



v1

v2

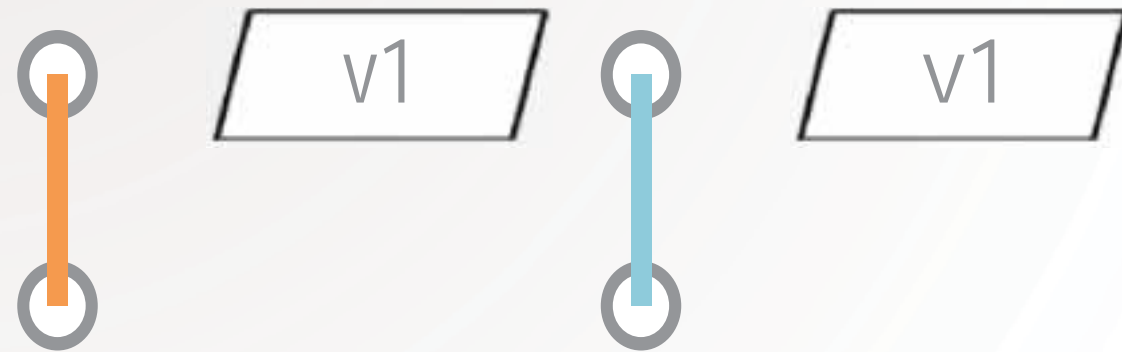
v3

Requirement 2



v1

v2





WHY AB TESTING IN PLANNING?

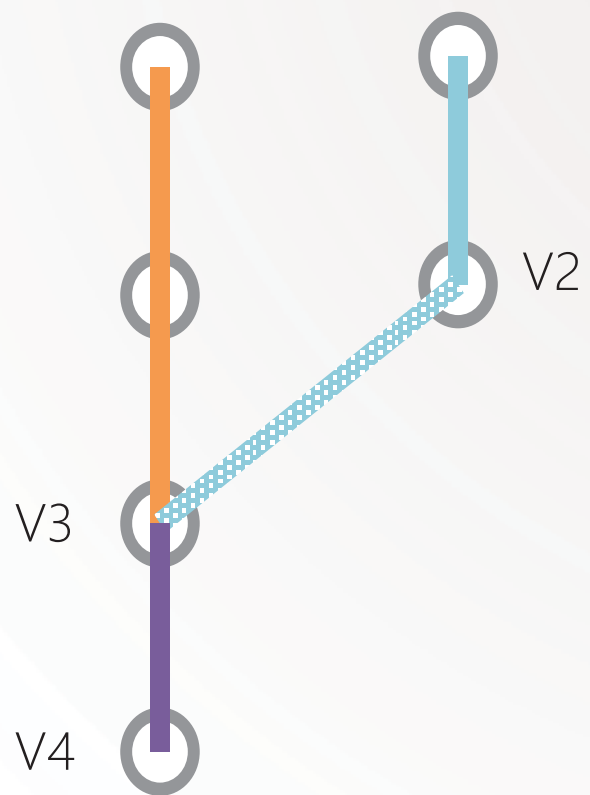
Short feedback loops.

Prioritize and rank designs.

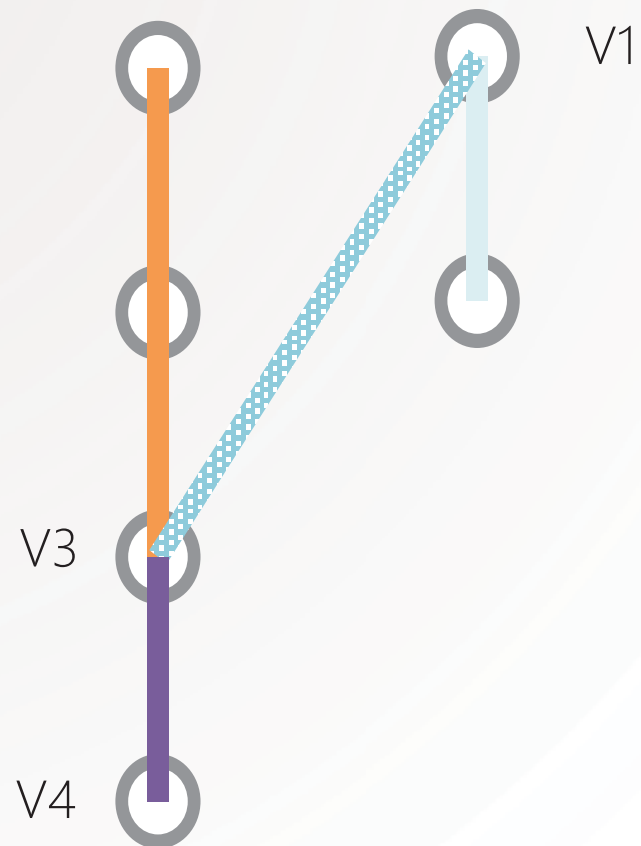
Solve design disagreements.



TEST AND COMBINE



$$V4 = V3 + V2$$



$$V4 = V3 + V1$$

AB TEST URL

Accessed through the browser.

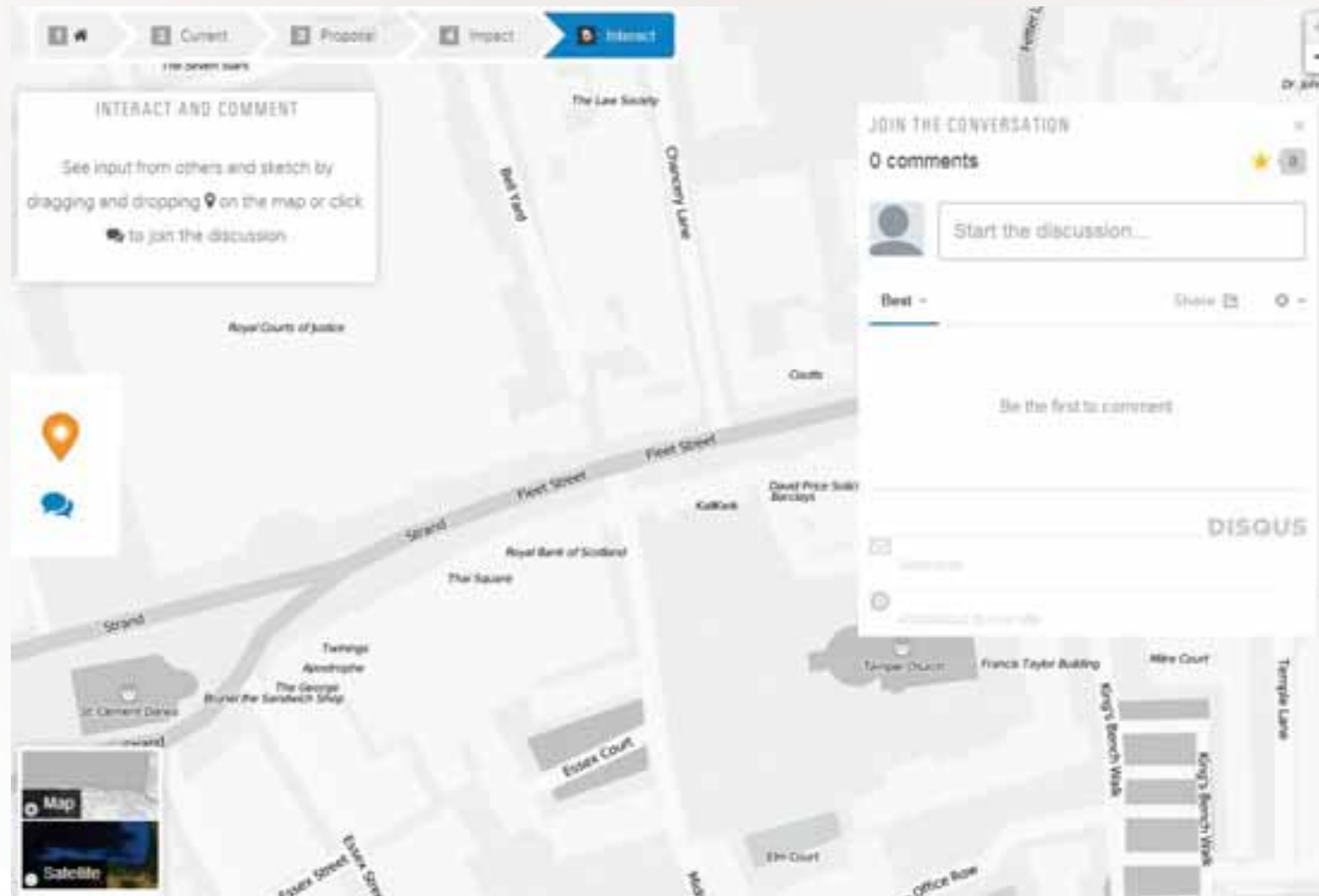
Advanced Management

A/B Testing

Merge Plans

Get 

RESULT ANALYSIS





BENEFITS

Test quickly, evaluate with data.

Both quantitative and qualitative feedback on plans.

Test within teams or with broader public.





THANKS

Come visit us at CASA!

Looking to do more testing on this technology.

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