



**A/B  
TEST**

**IN GOD  
WE TRUST**

---

OTHERS  
MUST  
BRING  
DATA

# Cruzeiro e Flu fazem jogação que termina em empate no Rio

Galo marca o 1º no Botafogo; siga

Ministro: vazar delação é mudar a campanha

Lotofácil de R\$ 80 milhões tem 43 ganhadores

Yuri manterá distância de 100 m



'Império': Tuane e Jurema brigam

• Zé Alfredo não fará DNA



'Dança': dupla divide camarim

• Acompanhe e participe



São Paulo vence o Sport e fica em 2º na tabela



Corinthians e Criciúma acaba no 0 a 0

Dunga não explica os 'problemas' entre os jogadores de futebol

• Irmã cita 'problema físico' e desconsidera indisciplina



Siga: Brasil e Argentina lutam por vaga nas 4ªs

Siga: Müller faz 2 para a Alemanha na Escócia em eliminatórias da Euro

globo.tv BRASILEIRÃO



ASSISTA AGORA

00:39

NO MARACANÃ

Líder, o Cruzeiro marca de pênalti e sai na frente do Fluminense



mais vídeos ▸

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### Search

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Destination/Hotel Name:

e.g. city, region, district or specific hotel

Check-in Date

Day Month

Check-out Date

Day Month

I'll select dates later

Guests 2 adults, 0 children

Additional search options

Search

# BOOKING.COM



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Instant confirmation when you reserve



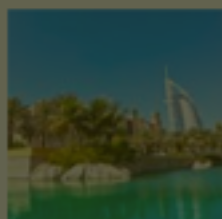
**Bangkok**  
Thailand

608 hotels, 130 apartments, 98 hostels, 96 condo hotels, 68 guesthouses



**Copenhagen**  
Denmark

85 hotels, 19 apartments, 9 hostels, 9 guesthouses, 6 bed and breakfasts



**Dubai**  
United Arab Emirates

257 hotels, 168 condo hotels, 94 apartments, 29 resorts, 14 villas



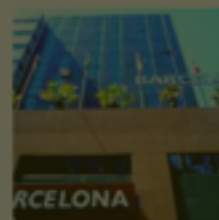
**Lisbon**

127 properties

199 people looking at this destination

**Ideal properties for a weekend break**

Available rooms from Friday, September 12, 2014 to Saturday, September 13, 2014

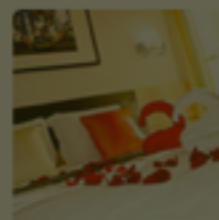


**Hotel 3K Barcelona** ★★★★★

Single € 68 Double € 73  
Score from 897 reviews: *Good* 7.7  
Latest booking: 37 minutes ago  
There are 6 people looking at this hotel.

Single € 68

Check availability

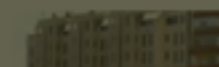


**Residencial Vila Nova** 👍

Single € 75  
Score from 637 reviews: *Very good* 8.3  
Latest booking: 1 hour ago  
There are 4 people looking at this guesthouse.

Single € 75

Check availability

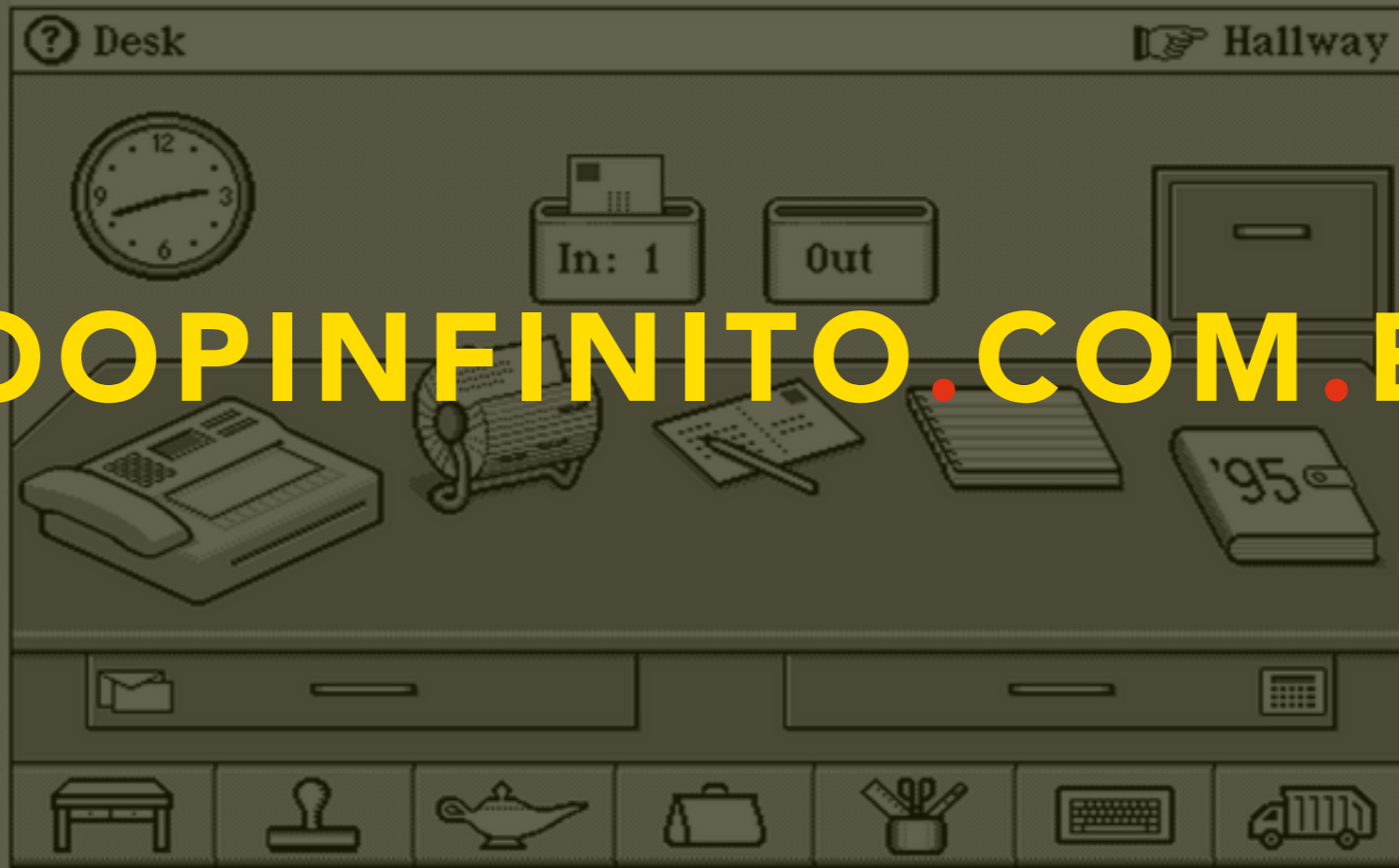


**Hotel Alif Campo Pequeno**



# A metáfora do escritório

🕒 22/07/2014  
👤 Caio Gondim  
💬 9 Comentários  
🏷️ #interface



LOOPINFINITO.COM.BR

Computadores eram telas pretas com letras verdes. Máquinas que executavam uma única tarefa por vez a partir da entrada de comandos no *terminal*. Comandos esse difíceis de serem decorados e quase impossíveis de serem deduzidos. Era necessário uma mudança radical no modo de interagir com um computador. Mas a tecnologia necessária ainda não existia para tal quebra de paradigma.

Coletânea Front-end  
Uma antologia da comunidade  
front-end brasileira



# Coletânea Front-end: Uma antologia da comunidade front-end brasileira

Almir Filho, Bernard De Luna, Caio Gondim, Deivid Marques, Diego Eis, Eduardo Shiota, Giovanni Keppelen, Luiz Corte Real, Jaydson Gomes, Reinaldo Ferraz e Sergio Lopes

# COLETÂNEA FRONT-END

A comunidade brasileira de programadores front-end e Web Designers é fantástica. Possui um foco incrível na qualidade da Web brasileira. Os melhores representantes dessa comunidade produzem conteúdos ótimos em seus blogs, listas de discussão, Facebook e conversas de boteco. Nós nos encontramos em eventos memoráveis em todo o Brasil. Fazemos a Web progredir.

Esse livro quer ser uma pequena celebração desse sucesso. Um grupo de 11 autores de renome nacional na comunidade se juntou para escrever artigos que julgamos relevantes para a Web. Os capítulos são independentes, cada um com seu autor. A única regra era: escrever algo memorável, que fizesse a diferença na Web brasileira.

E-book


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R\$ 29,90

Impresso

R\$ 69,90  
R\$ 59,90 + frete

E-book + Impresso

R\$ 79,90  
R\$ 69,90 + frete

 **COMPRAR**

Leia este livro e...



**BASICS**

ORIGIN

**AT GOOGLE**

---

AROUND  
2000

---

USED TO SET  
**OPTIMAL**  
**NUMBER** ON  
SEARCH  
RESULTS

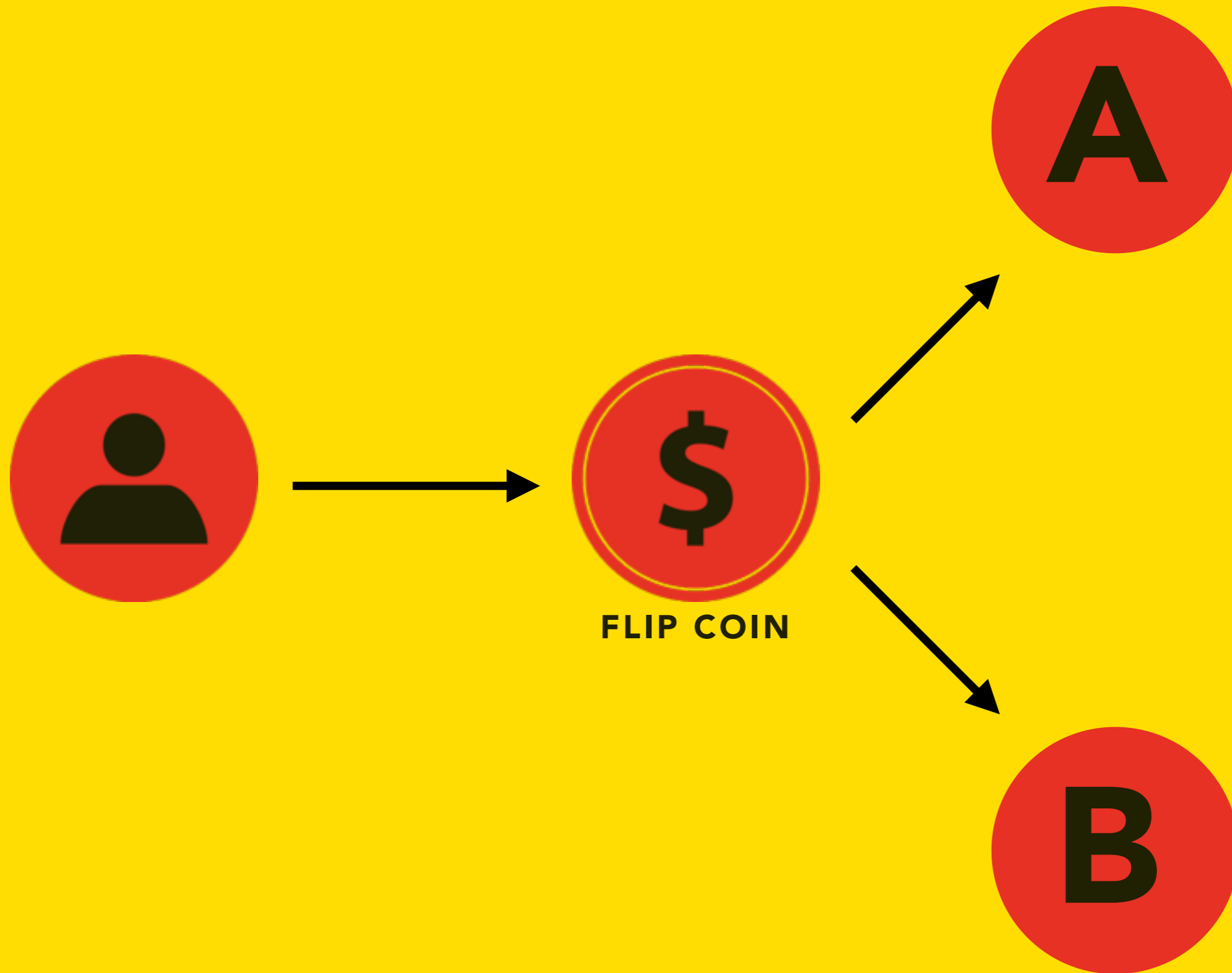
# DEFINITION

---

A WAY TO **TEST**  
YOUR PAGE  
AGAINST THE  
CURRENT DESIGN  
AND DETERMINE  
WHICH ONES  
PRODUCES  
**POSITIVE** RESULTS



# BASICS



A large hippopotamus stands in a savanna landscape, facing slightly to the right. The entire image has a strong yellowish tint, giving it a warm, golden-hour appearance. The background shows a flat horizon line under a clear sky.

**HiPPO**

---

HIGHEST  
PAID  
PERSON  
OPINION

~~I THINK~~

---

**I KNOW**

TEST **CASUAL**  
RELATIONSHIP

---

INSULATE **EXTERNAL**  
FACTORS

---

STANDARD **FDA**  
DRUG TEST





CORRELATION

---

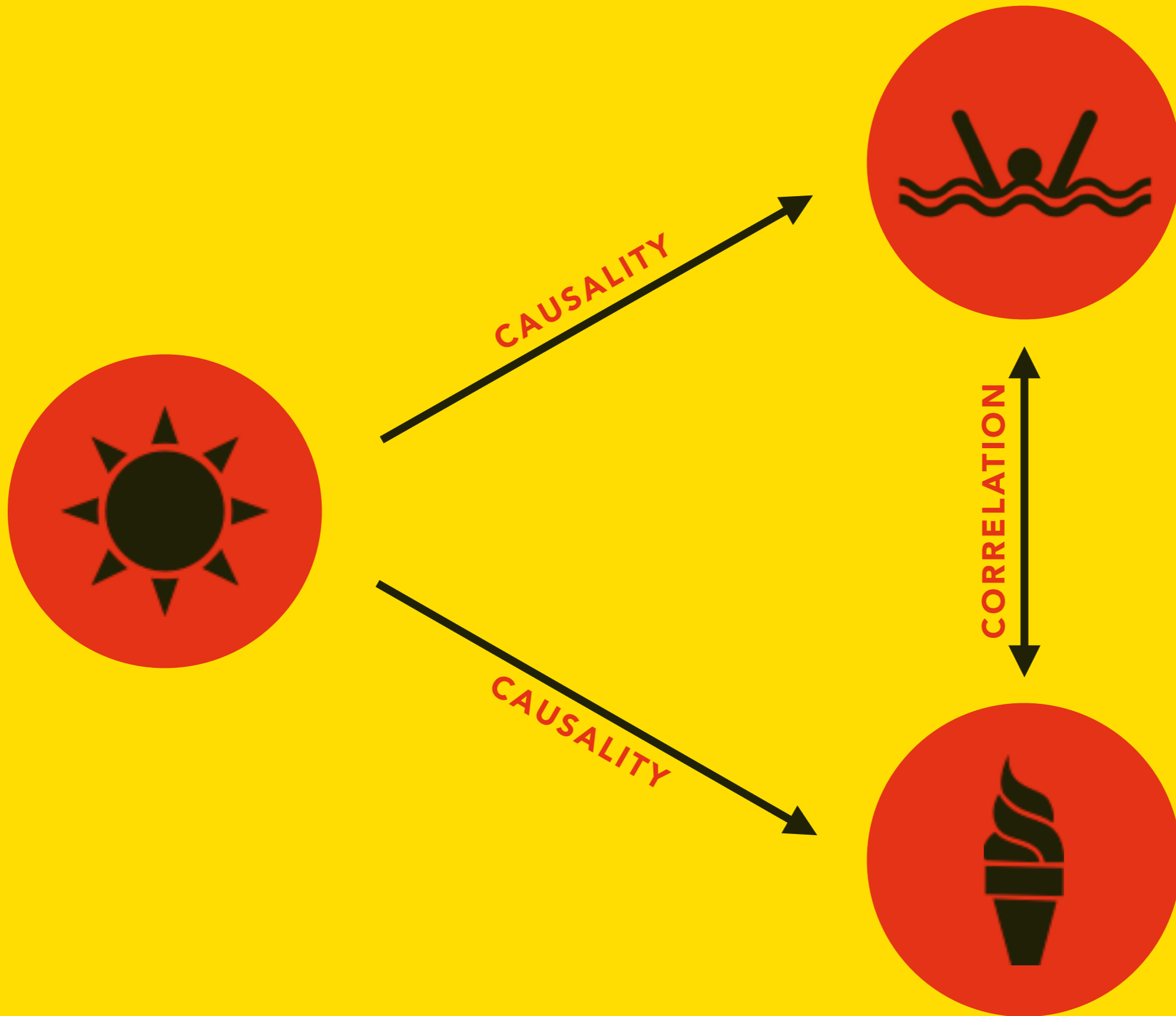
CAUSALITY

## EXAMPLE 1

---

AS ICE CREAM SALES INCREASE, THE RATE OF DROWNING DEATHS INCREASES SHARPLY.  
**THEREFORE, ICE CREAM CONSUMPTION CAUSES DROWNING.**

# CORRELATION / CAUSALITY



## EXAMPLE 2

---

PALM SIZE CORRELATES  
WITH YOUR LIFE  
EXPECTANCY.

**THE LARGER YOUR  
PALM, THE LESS YOU  
WILL LIVE, ON  
AVERAGE.**



# CORRELATION

---

WOMEN HAVE  
SMALLER PALMS  
AND LIVE 6 YEARS  
LONGER ON  
AVERAGE

**CONVERSION**

# DEFINITION

---

THE POINT  
AT WHICH A  
USER TAKES  
THE **DESIRED**  
ACTION

# FOR **E-COMMERCE**

---

- COMPLETED PURCHASES
- PRODUCT PAGE VIEW



# FOR **MEDIA**

---

- PAGE VIEW
- ARTICLES READ

# FOR **DONATION**

---

- FORM COMPLETION

**CASES**

A photograph of a hippopotamus in a savanna landscape, overlaid with the text "YOU ARE THE HiPPPO". The image has a warm, yellowish tint. The hippopotamus is the central focus, standing in a field of dry grass. The text is arranged in four lines: "YOU", "ARE", "THE", and "HiPPPO".

YOU  
ARE  
THE  
HiPPPO

# MSN REAL STATE

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Price Range: \$0 No Maximum

Enter City Select a State

Or Enter ZIP **Go**

• Senior Living • Home Plans

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New Construction

Rentals

Foreclosures

Senior Living

Home Valuation

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Condos/Townhouse  Single Family Home

**Find homes**

Existing Homes Foreclosures New Construction Rentals

**Find Existing Homes for Sale**

Enter City State

or

Enter Zip

**Find homes**

**Find a new Home or Apartment**

Existing Homes

New Construction

Foreclosures

Rentals

Enter Zip or Enter City State

**Search listings**

Existing Homes Foreclosures New Construction Rentals

**Find Existing Homes for Sale**

Enter City State

or

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**Find homes**

**Find Your Dream Home or Apartment**

City, State or ZIP

Existing homes  New construction

Foreclosures  Rentals

**Search listings**



↑ 9.7%


Find Your Dream Home or Apartment

City, State or ZIP

Existing homes     New construction

Foreclosures     Rentals

Search listings ▶



# MSN HOME PAGE SEARCH BOX





# NEUTRAL RESULT



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**Benefits of Market Dialer**

- ✓ Improve agent productivity
- ✓ Boost call volumes
- ✓ Increase interaction effectiveness
- ✓ Ensure customer satisfaction
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- ✓ Ensure customer satisfaction
- ✓ Improve campaign tracking accuracy

**\$75 PER SEAT**

**HOW CAN WE HELP?**  
GIVE US A CALL OR COMPLETE THIS SIMPLE FORM

Name:

Company Name:

Email:

Phone:

**START TODAY**

↑ 100%



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and Efficiency Of Outbound Dialing

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**\$75 PER SEAT**

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Name:

Company Name:

Email:

Phone:

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## Know Your Contacts & Leads by Heart

Over 100,000 businesses use Highrise to manage 20 million contacts & customer relationships.

Who followed up on that new client sales lead?

What's the lawyer's mobile number? When did we last speak with her?

Where are the notes from Monday's conference call?

### Highrise remembers so you never forget.

Store every conversation, email, call, meeting, document, and deal you've ever had with a contact. With Highrise you'll always know who you talked to, what was said, and when to follow-up next.

Import/import contacts from Outlook, Excel, vCard, iCal

Smart CRM reminders so you never forget to follow up

De-clutter your inbox. Forward all new emails to Highrise.

Highrise is the perfect fit.

Highrise is simple to use.

Meet some more Highrise customers

### Highrise's focus on simplicity, clarity, and ease of use make it truly unique. You'll love using Highrise.

Review past calls, emails, texts, and conversations.

Stephanie Lake: Log

## How to keep the upper hand in your business relationships.

The one who remembers always has an edge. Whether you're resolving a dispute or reaching out to clients, it pays to be prepared.

Here's how to get that edge by using Highrise

- **Impress with preparation.** Highrise keeps a log of notes so you can recall details from past conversations. Have the whole back story when you walk into a meeting. Highrise is like an always available cheat-sheet.
- **Track promises** from vendors, partners and clients before a problem ever occurs. When disputes happen, you'll be ahead of the game with a dated record of the whole issue.
- **Never forget to follow-up.** Instead of going to your agenda, let Highrise tell you to follow up. Highrise will send you a text message or email so you never forget to make the call.
- **Always know where to find everything.** Stop fumbling with papers and filing cabinets. Highrise lets you attach notes and documents right on a page for the person they are about. You'll have one place to find the info you need.
- **Sleep well at night.** Life is easier when you have a system remembering things for you. Information goes into Highrise so you can get it out of your mind and off your shoulders.
- **De-clutter your email inbox.** Forward emails to Highrise and they will be automatically filed under the correct contact for easy reference.
- **Share with your team.** It's embarrassing when your right hand doesn't know what the left is doing. Highrise gives your team one place to see the latest status. Find out who talked to a person last, what they said, and who is

Highrise gives you one easy place to track everything about your business relationships.

Highrise is the perfect fit.

Highrise is simple to use.

Meet some more Highrise customers

Review past calls, emails, texts, and conversations.

Stephanie Lake: Log



↑ 37.5%



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Email/CRM reminders so you never forget to follow up

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Review past calls, emails, texts, and conversations.

Stephanie Lake: Log  
Phone = 57,750 - Fixed fee

## Highrise

Simple CRM for Everyone

"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."

— Jordan, Project Manager at One Design

- Save and organize notes and email conversations for up to 30,000 customers and contacts.
- Keep track of proposals and deals. Share status with your company, department, or team.
- Never forget to follow-up. Get a text message or email so you never forget to make the call.

Start using Highrise today

Free, free 30-day trial. Cancel anytime.

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↑ 102.5%

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— Jessica, Project Manager at One Design

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**Over 170,000 businesses depend on Highrise to manage 20 million contacts & customer relationships.**

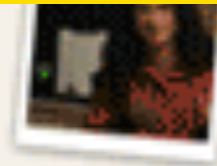


**"Highrise is the perfect fit for my law office."**  
I managed way too much stuff. Papers and files inside files and

↓ 22.72%

It was easy at the beginning to keep track of things on paper, but it soon got more difficult to keep everything in order. Now we keep track of 13,000 contacts in Highrise. We love Highrise.

— Jill, Owner of a translation firm



**"We use Highrise for 100% of what we do."**  
We were using a combination of address books and email. Now we hardly use email to keep track of things. I can see what all my employees are working on. We can't live without Highrise.

— Jack, CEO of a software company

### TEN ways Highrise helps your business.



- ✓ Review a colleague's notes before calling her contact at the printer
- ✓ See all the follow-ups scheduled for today and this week
- ✓ Set a reminder to write your client a thank-you note next Friday
- ✓ Keep all important emails from a customer together on one page
- ✓ Schedule a follow-up sales call with a lead or client in 30 days
- ✓ Get updates on deals and leads your salespeople are working on
- ✓ Build a list of all the designers your company has hired in the past
- ✓ Review past emails and notes while on a call with a client
- ✓ See all the people your company knows in the local press
- ✓ Keep track of problems you're having with vendors and suppliers

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**"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."**

— Jenise, Project Manager at One Design

- Save and organize notes and email conversations for up to 50,000 customers and contacts.
- Keep track of proposals and deals. Share status with your company, department, or team.
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**"Searching through old email conversations was a pain. Highrise makes it easy to remember everything."**

— Michael, Owner of WMC, Accounting

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**"Highrise gives me a central place to keep all my customer info, notes, and emails. It keeps us organized."**

— Mark, Owner of Kopywriting Kapers

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**"If I follow-up with clients, I'll get new business. When I don't, I don't get anything. Highrise reminds me to follow-up."**

— Will, Owner of Top Color, Tint

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**Highrise**  
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**"Managing rental properties in Highrise is so easy. This is much better than our old file folder system."**

— John, Founder of Rentworks, REIT

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# HIGHRISE

[HTTPS://SIGNALVNOISE.COM/POSTS/2991-BEHIND-THE-SCENES-AB-TESTING-PART-3-FINAL](https://signalvnoise.com/posts/2991-behind-the-scenes-ab-testing-part-3-final)

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— Jenita, Project Manager at One Design

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— Michael, Owner of WMC Accounting

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— Brad, Owner of TopRight's Customer

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— Will, Owner of Top Color, Inc.

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— John, Founder of Business WSP

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↑ 4.78%

↑ 2.2%

↑ 3.49%

↓ 3.38%

↓ 0.8%

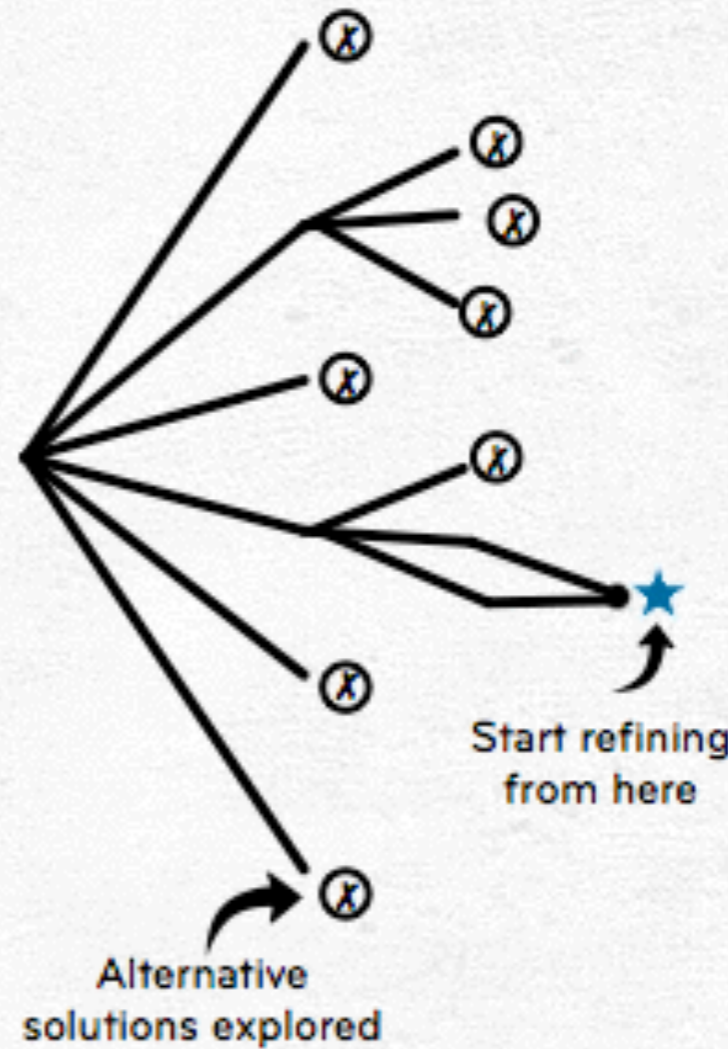


## Refinement



Best solution is missed

## Exploration



# BASE

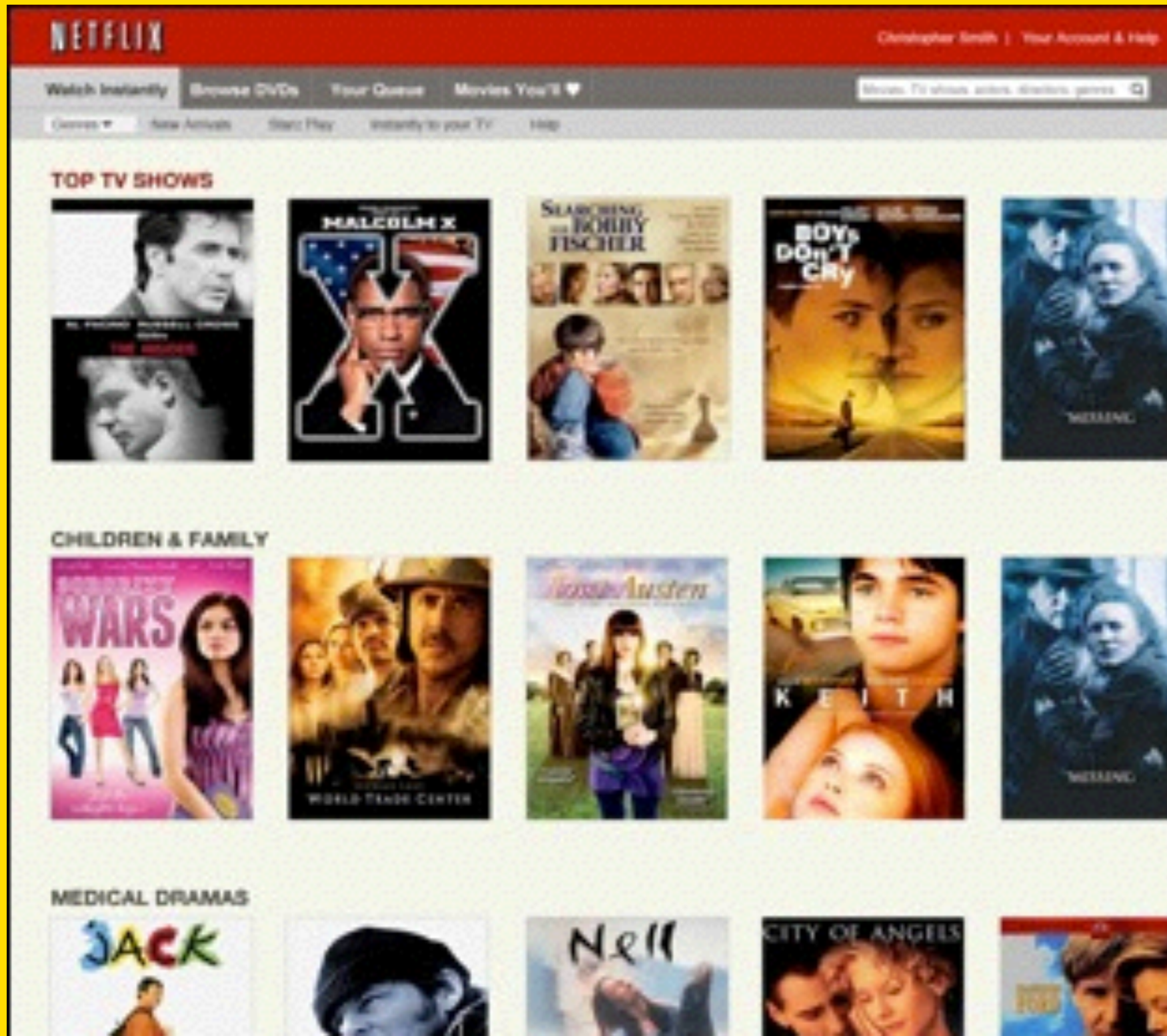




NETFLIX

HTTP://BLOG.OPTIMIZELY.COM/2014/08/14/2-ALEXA-500-SITE-REDESIGNS-THAT-SHOULD-INSPIRE-YOU-TO-AB-TEST/

# VARIANT



**JUNE 2011**

---

NEW DESIGN WAS  
ROLLED OUT FOR  
100% OF USERS

**NETFLIX**

[HTTP://BLOG.OPTIMIZEY.COM/2014/08/14/2-ALEXA-500-SITE-REDESIGNS-THAT-SHOULD-INSPIRE-YOU-TO-AB-TEST/](http://blog.optimizely.com/2014/08/14/2-alexa-500-site-redesigns-that-should-inspire-you-to-ab-test/)

# **PPL WENT MAD**

---



# DATA DON'T LIE

---

↑ RETENTION

↑ ENGAGEMENT

“WHAT PEOPLE  
**SAY** AND WHAT  
THEY **DO** ARE  
**RARELY** THE  
SAME.”

---

— BRYAN GUMM



# LIVECHAT

DAN SIROKER & PETE KOOMEN. "A/B TESTING."



# LIVECHAT

DAN SIROKER & PETE KOOMEN. "A/B TESTING."

↑ 14.6%

---





# FRAMING EFFECTS

---

# DEFINITION

---

AN EXAMPLE OF  
COGNITIVE BIAS, IN  
WHICH PEOPLE REACT  
TO A PARTICULAR  
CHOICE IN DIFFERENT  
WAYS **DEPENDING ON  
WHETHER IT IS  
PRESENTED AS A LOSS  
OR AS A GAIN**



# EXAMPLE 1

---

PARTICIPANTS WERE  
ASKED TO CHOOSE  
BETWEEN **TWO**  
TREATMENTS FOR **600**  
PEOPLE AFFECTED BY A  
**DEADLY DISEASE**

# RESEARCH

---

TREATMENT A WAS  
PREDICTED TO RESULT  
IN **400 DEATHS**,  
WHEREAS TREATMENT  
**B HAD A 33% CHANCE**  
**THAT NO ONE WOULD**  
**DIE BUT A 66%**  
**CHANCE THAT**  
**EVERYONE WOULD DIE**

# POSITIVE FRAMING

---

**TREATMENT A SAVES  
200 LIVES**

---

**TREATMENT B A 33%  
CHANCE OF SAVING  
ALL 600 PEOPLE, 66%  
POSSIBILITY OF SAVING  
NO ONE**

# NEGATIVE FRAMING

---

**TREATMENT A** 400  
PEOPLE WILL DIE

---

**TREATMENT B** A 33%  
CHANCE THAT NO  
PEOPLE WILL DIE, 66%  
PROBABILITY THAT ALL  
600 WILL DIE



# TRATMENT A

---

CHOSEN BY **72%** WHEN  
PRESENTED WITH  
**POSITIVE FRAMING**

---

CHOSEN BY **22%** WHEN  
PRESENTED WITH  
**NEGATIVE FRAMING**



# NEUTRAL RESULT

---





**SUMMARY**



SUMMARY

# DON'T BELIEVE THE GURUS

---

WHAT WORKS FOR  
"EVERYBODY"  
MAY NOT WORK  
FOR YOU



SUMMARY

# DON'T BELIEVE THE HIPPO

---

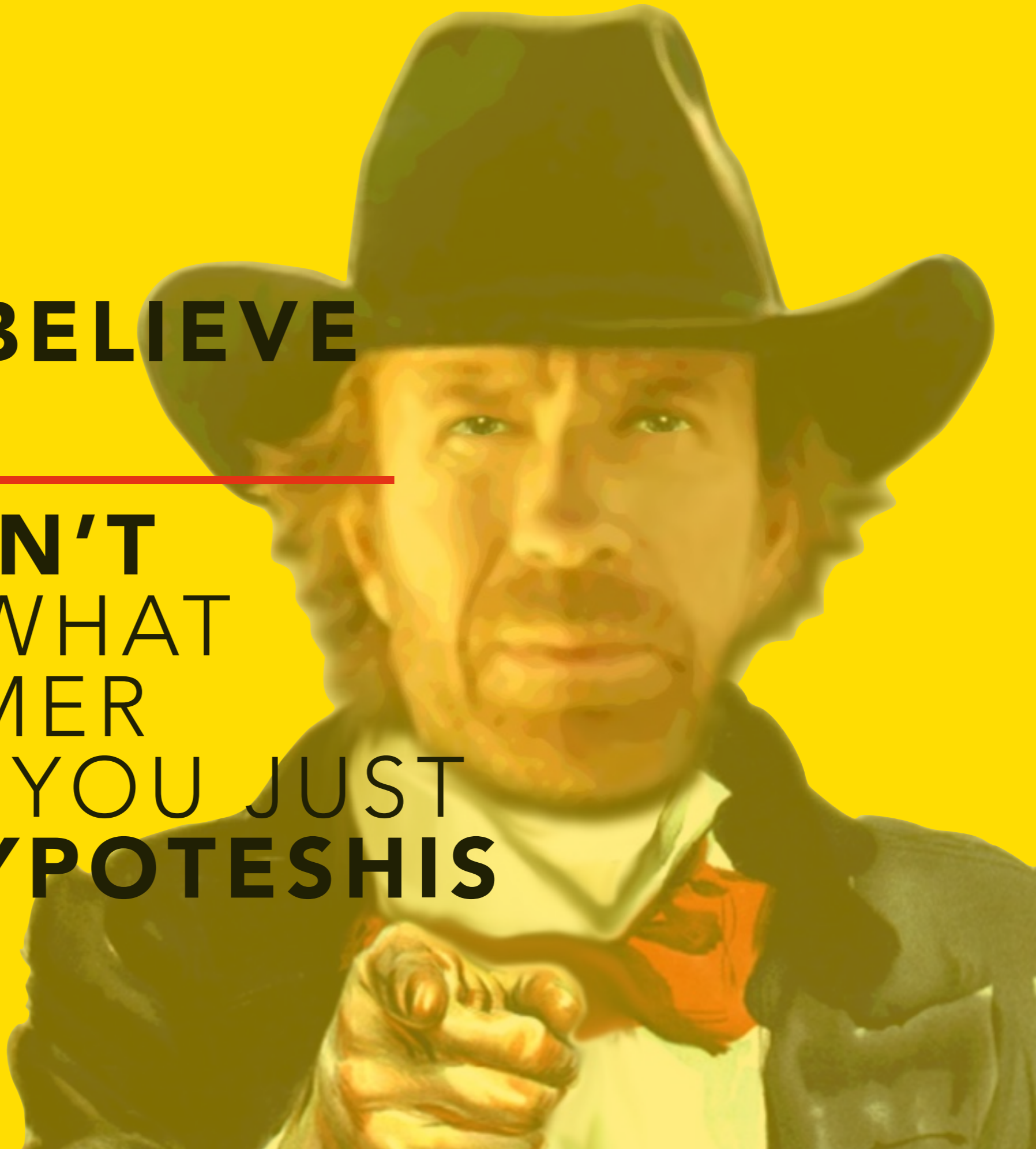
HiPPO DON'T  
THINK. THEY USED  
TO. **YOU** ARE  
BEING PAID TO  
**DO IT**

SUMMARY

**DON'T BELIEVE  
IN YOU**

---

**YOU DON'T  
KNOW WHAT  
CONSUMER  
WANTS. YOU JUST  
HAVE HYPOTESHIS**





SUMMARY

**BELIEVE IN  
DATA**

---

IT NEVER LIES



SUMMARY

**BE OPEN TO  
CHANGE**

---

EXPERIMENT  
**OFTEN,**  
FAIL **FAST,**  
BELIEVE IN **DATA**

THE MOST IMPORTANT SLIDE EVER

**TEST**

---

**EVERYTHING**

## CONTACT



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