



The Public Broadcasting Service (PBS) is an American broadcast television network. The non-profit public broadcaster has 354 member television stations which hold collective ownership. Polls have consistently placed the service as America's most-trusted national institution.

Your team is in charge of A/B testing of the company's online store (shopPBS.org). The website's current conversion rate is 5%. Can you get it higher?

Conversion Rate

The percentage of people who take a desired action. In our case, it is the percentage of visitors to shopPBS.org who visit the store, click through to one of the categories, and buy at least one product.

Sample Size

You need at least 100 visitors in your sample. 1,000 or more is better, but it may take longer time. The smaller the sample size, the higher the margin of error between the two testing groups.

Design Variables

Header Color	Header Categories	Promo Banner	Products Displayed
<ul style="list-style-type: none"> Blue (current) Black Green Red 	<ul style="list-style-type: none"> Recently Broadcast Topics Shows Drama & Arts History Science Gifts Sale 		<ul style="list-style-type: none"> 4 8 16 24 (current) 48
		<p style="text-align: center;">(current)</p>	